

Kane County Tourism Tax Advisory Board Minutes
Kane County Commission Chambers
76 S. Main Street
Kanab, UT 84741
Thursday, July 16, 2024
10 am- 12 pm

- 1. Call to Order:** Chairman Don Jennings called the July meeting to order at 10:04 am. Don introduced the newest board member Will Driggs- Campbell who is the GM of Aiken's Lodge and Best Western Red Hills. Board member's present: Chairman Don Jennings, Shon Foster, Betty Chamberlain, Patrick Buhr and Will Driggs-Campbell. Board members absent: Clay Stewart and Paul Gagner. Staff present: Janette Peatross, Megan Fox, Amanda Robinson, Lannell Dove and Camberly Anderson. Staff absent: Jayme Church. Guest's present: Commissioner Celeste Meyeres. Commissioner Heaton was absent.
- 2. Public Comment:** None
- 3. Approval of April minutes:** Patrick Buhr made the motion to approve the minutes from April 16, 2024 and seconded by Betty Chamberlain. The vote was unanimous.
- 4. Annual training on Public Meetings:** Kane County Attorney Jeff Stott was unable to attend the meeting so a training via video was given to the board members. Some of the items discussed were the following: 1. Public bodies exist to air in the conduct of people's business. 2. A definition of a meeting is the convening of a public body, with a quorum present for the purpose of discussing, receiving comments from the public about, or acting upon a matter over which the public body has jurisdiction or advisory power. 3. At least a 24- hour notice of the meeting, including the agenda, date and place of the meeting. 4. Agenda items should have a reasonable specificity to notify the public. 5. Written minutes of an open meeting must include the date, time and place of the meeting; the names of members present and absent: and the substance of the matters discussed; a record of each vote taken, and summary of public comments. Link for training <https://youtu.be/QNVBuXB7vkM?si=fmOBGhWztSVBeAmB>
- 5. Adam Bridgeford / International Tourism update:** Adam Bridgeford from Herrmann Global gave an update on International Tourism. Herrmann Global is a leading tourism insights and marketing agency utilizing the latest digital technologies and creative storytelling to create cost effective campaigns for global tourism brands that inspire meaningful and sustainable travel. <https://herrmannnglobal.com/> Kane County Office of Tourism has worked with Herrmann Global for the last 4-5 years tracking international tourism data and investing in several international marketing campaigns with Visit USA Parks. KCOT's top international markets consist of France, Germany, UK, Australia, Netherlands, Switzerland, Italy and China mainland. As data is collected KCOT can determine what international markets should be targeted. An international visitor spends more time and money on their vacations than the average domestic visitor. The total visitor estimate spend per destination is 15,000. The average nights in accommodations are 1.73 in a hotel or motel, 4.97 private home and 2.46 other. The preferred way to travel is a rented vehicle. Utah as a whole in the international market continues to go up.

6. Kanab Center update/ Camberly Anderson: Beginning June 2024 the Kanab Center room rates, deposits and capacities have been adjusted. With these adjustments it will allow the locals to pay for the facility at a cheaper cost. Kanab Center gym is almost complete. Various local adult athletic groups are interested in using the facility such as pickle ball, basketball and volleyball.

7. Board and Staff reports:

v **Shon Foster/ Sego Restaurant:** Business is very slow but so is Springdale and Moab.

v **Patrick Buhr/ Coral Pink Sand Dunes State Park:** The Park completed its fiscal year for 2024 with an 100% increase. July – Aug is slow and then it ramps up in time for Labor Day. Patrick is on his second interview for the Park Manager at Jordanelle State Park. He and his family want to be closer to their extended family members.

v **Will Driggs-Campbell/ Aiken's Lodge and Red Hills Best Western:** Business is slow. June and July numbers were down from last year. August is not looking good either.

v **Don Jennings/ Kanab Chamber and Southern Utah News:** The SUN is still losing money. The paper is now covering more news in Fredonia area. The Chamber still continues to get more members especially in Orderville and Glendale. There will be 2 upcoming teaching events held at the North Event Center with Janette Peatross and Susan Honey.

v **Betty Chamberlain/ Owner of Zion Family Homes and Ranch:** Valley area needs more restaurant options. Chef Shon mentioned he would be willing to mentor anyone who is interested in opening a restaurant. Betty has noticed there have been a lot of last-minute bookings for her campsites this year.

v **Janette Peatross/ Director of Tourism:** Kane County has a new logo. TRT is up due to vacation rentals and the quantity of vacation rentals are up. Kane County is now equal to Grand and Iron counties. In 2023, KCOT received a grant to do some promotional videos in the Duck Creek area to educate visitors to use their mountain manners. Janette P. and Camberly A. visited Duck Creek last week and they have been super busy up there this summer. Janette shared her power point presentation with the board that she gave at the Kanab Chamber lunch this past week.

v **Camberly Anderson/ Kane County Events Director and Kanab Center:** Kane County will begin a month-long event starting July 24 through August 24. The month-long celebration will include many activities for all ages to celebrate Kane County Heritage Days. Some of the activities will include: PRCA rodeo, Movie on the Terrace, Fireworks, Bands, Kids activities, Kane County Fair parade, Miss Kane County pageant, more fireworks, Golf tournament, Glow Run, Livestock Show,

Country Battle USA, Circle the Wagons/Dinner, Mountain Men, Stars, Vendors, Quilt Show, High Noon Parade and much more!

8. Megan Fox/ Visitor Center: Visitor Center numbers May: 3,026 June: 2,017 as of July 15: 847

9. Other reports: None

10. Other business: None

Adjourn meeting: Motion to adjourn the meeting at 11:47 am was made by Shon Foster and seconded by Betty Chamberlain. The vote was unanimo