

**NOTICE OF WORK MEETING OF THE
CITY COUNCIL OF THE CITY OF ST. GEORGE,
WASHINGTON COUNTY, UTAH**

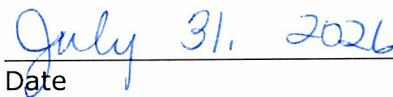
Public Notice

Public notice is hereby given that the City Council of the City of St. George, Washington County, Utah, will hold a work meeting in the City Council Conference Room at the St. George City Hall located at 61 South Main Street, St. George, Utah, on Thursday, August 6, 2026 commencing at 3:00 p.m.

The agenda for the meeting is as follows:

1. **Discussion regarding Customer Facility Charge (CFC) for rental cars at the St. George Regional Airport.**
2. **Update form the St. George Area Chamber of Commerce.**
3. **Presentation from YESCO.**
4. **Discussion regarding roadway improvements on Ezra Drive.**
5. **Reports from Mayor, Councilmembers, and City Manager.**
6. **Request a closed meeting to discuss litigation, security, property acquisition or sale, or the character and professional competence or physical or mental health of an individual.**


Christina Fernandez, City Recorder


Date

REASONABLE ACCOMMODATION: The City of St. George will make efforts to provide reasonable accommodations to disabled members of the public in accessing City programs. Please contact the Human Resources office at 435-627-4674, at least 24 hours in advance if you have special needs.



ST. GEORGE AREA Chamber of Commerce

UPDATE | AUGUST 6, 2026

CITY COUNCIL WORKING MEETING

SGACC | COMMUNITY, NOT INDIVIDUALS

- Board of Directors – 15
 - Executive Committee
 - Tourism
 - Young Professionals
 - Chamber Serves
 - Events
 - Business Resources & Membership
 - Women's Initiative
 - Marketing
- Sunshiners
 - 45 active members | 26 Emeritus



SGACC | BOARD OF Directors 15



Henrie Walton
Board Chair
Utah Tech University



Marie Bowcut-Cox
Board Vice Chair
Dixie Technical College



Matt Heaton
Board Past Chair
Big-D Construction



Jon Cole
Treasurer & Secretary
Redstone Management Consulting



Elizabeth Wilson
Chamber Serves Committee Chair
CodingIT



Josh Sutton
Events Committee Co-Chair
Wittwer Hospitality



Rita Vigor
Events Committee Co-Chair
Canyon Media



Gregg Robison
Business Resources & Membership Committee Co-Chair
RAM Aviation, Space, & Defense



Wendi Bulkley
Women's Initiative Committee Co-Chair
Utah Tech University



Ronda Neilson
Women's Initiative Committee Co-Chair
Black Desert Resort



Anthony White
Tourism Committee Co-Chair
Hollows and Company



Chris Connors
Tourism Committee Co-Chair
Bonrue Bakery



Brandon Vandermyde
Business Resources & Membership Committee Co-Chair
NAI Excel



Brien Sonzogni
Marketing Committee Co-Chair
Ivory Gorilla



Chad Thomas
Marketing Committee Co-Chair
City of St. George



SGACC | MISSION

As a hub for businesses, the St. George Area Chamber of Commerce is dedicated to supporting our members, elevating the local economy and championing community prosperity.

- Resources – Partnerships, Connections
- Training – Education, Business Accelerator
- Networking – Weekly Events, 5 Keystone Events
- Advocacy – Education, Connections, Collaboration



SGACC | BOARD OF GOVERNORS

The SGACC Board of Governors is a collaborative VISIONARY body comprised of industry leaders and representatives of the public and private sectors. Our purpose is to anticipate and impact key areas in the creation of sustainable economic diversification and strength.

Platinum - 4 Members | Gold – 21 Members

The Board of Governors investment in the Chamber is one to give back to the business community through supporting the Chamber mission and multiplying the efforts of the Chamber.



THANK YOU CHAMBER INVESTORS

PLATINUM INVESTORS



GOLD INVESTORS



SILVER INVESTORS





Steven Brough
Chairman, Board of
Governors
Zions Bank



Aaron Starks
47G



Adam Snow
Washington County
Commission



Ben Lindquist
Canyon Media



Jimmie Hughes
St. George City Mayor



Natalie Ashby
Intermountain Health, St.
George Regional Hospital



Patrick Manning
Black Desert Resort



**Russell "Chip"
Childs**
Skywest



Brad Stucki
Bank of Utah



Brett Brown
Dominion Energy



Brett Nichols
State Bank of Southern Utah



Brian Giles
Jones Paint and Glass



Shayne Wittwer
Wittwer Hospitality



Shelly Harris
Cache Valley Bank



Spencer Bailey
America First Credit Union



**Timothy
Anderson**
Kirtan McConkie



**Brittany
McMichael**
Greater Zion



Britten Maughan
The Larry H. Miller
Company



Shane Smeed
Utah Tech University



Evan Thomas
Aitabank



Todd Brightwell
Southern Utah Economic
Development



José Muñoz
JP Morgan Chase



Steve Wright
Mountain America Credit
Union



Gregg Robison
RAM Aviation, Space &
Defense



Isaac Barlow
Tech Ridge



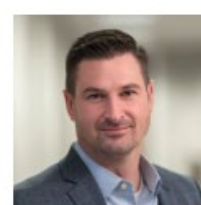
Kristy Pike
Washington County
Children's Justice Center



Lori Wright
Family Healthcare



Matt Heaton
be-optimistic.com



Darren Neilson
Parsons, Behle, & Lattimer



Annie Howell
Watts Construction

Board of Governors



ST. GEORGE AREA
Chamber of Commerce

SGACC | EVENTS

- **Weekly Lunches**

- New Member Showcase
- Bills, Rights, & Bites
- Power Lunch
- Chamber Eats

- **Keystone Events**

- **Foundation Gala** – Recognize Businesses
- **Element Awards** – Recognize Women in Leadership & Women's Initiative
- **Chamber Classic** – Networking & Roots
- **RISE Business Summit** – Networking & Education
- **Women's Open** – Networking & Women's Initiative
- **Non-profit Fair** – Networking & Fund Raising



SGACC | BUILDING

- **Invited in Non-Profits**

- DOVE
- American Red Cross
- Huntsman Senior Games
- Switchpoint
- Memory Matters
- RRCI
- Seniors Helping Seniors
- Ladies Society
- Christian Science
- ToastMasters

- **Chamber Members**

- Offsite
- Training
- Client Meetings

- **Community**

- St. George Premier Soccer
- Youth Groups
- Political Events
- Church Groups

- **Government**

- IRS Training
- St. George Marathon Preview
- Greater Zion Events Updates



SGACC | AT A GLANCE

- Second Largest Chamber in Utah by Membership
 - ~750 Members | ~560 in StG
- Revenue Growth
 - 2016 - \$435,719
 - 2025 - \$858,953
 - Largest Revenue Line – Investors Group (Platinum, Gold, Silver)
- Staff
 - 3 Full-time: Shawn (Pres/CEO), Dalton (Ops/Engagement), Edylyn (Office/Events)
 - 1 Part-time: Jody (Membership)
 - 1 Intern: Washington County School District & UDWS (3 in the past 12 months)
 - Recent Volunteers: Fred 93, Tom 90
- Events
 - Ribbon-Cuttings/Grand Openings/Ground Breakings in the past 12 months: **81**



SGACC | ECONOMIC DEVELOPMENT

- **Members/Partners:**

- Southern Utah Home Builders Association (SUHBA)
- Association of General Contractors (AGC)
- Housing Action Coalition (HAC)
- Washington County Realtors Association (WCRA)
- Women's Leadership Institute (WLI)
- Small Business Administration (SBA)
- Custom Fit
- Small Business Development Center (SBDC)
- GOEO
- Washington County Economic Development Corporation
- Southern Utah Economic Alliance (SoUEA)



SGACC | ADVOCACY

- **Washington County Debate Coalition**
 - Candidate Forums
 - Candidate Meet & Greets
 - Candidate Debates
- **St. George Lodging and Tourism Association (SGLTA)**
 - Utah Office of Tourism
 - Utah Tourism Association
- **United States Chamber of Commerce**
 - Federal Policy
- **Bills, Rights, & Bites**
 - Elected State Reps
 - Elected Local Reps
 - Water Authority
 - Health Information



SGACC | COMMUNITY FIRST

- Dixie Days Sponsor from inaugural year
- Staff & Sunshiners at City Opening Events
- American Cancer Society
- Neighborhood Connection
- Switchpoint
- United We Pledge
- National Civics Bee (First in Utah)
- Dove Center
- State of the City (St. George, Washington, Ivins, Santa Clara, Hurricane, Washington County)
- Utah Foster Care



- Blood Drives
- Huntsman Senior Games
- Bank of Utah Championship
- Elks Lodge Thanksgiving
- Toys for Tots
- Utah Food Bank
- Area Guide – 20,000 Copies
- Washington County Fair
- Light The World Giving Machines
- Utah Arts Academy
- HearSee Mobility
- Children's Museum



ST. GEORGE AREA
Chamber of Commerce



Shawn Christensen
President and CEO
St. George Area Chamber of Commerce
136 N 100 E, St. George, UT 84770
e. shawn@stgeorgechamber.com
m. 716-435-8304

October 28, 2025

Re: Opposition to Proposed One-Way Street Conversions and Red Hills Parkway Expressway

To Whom It May Concern:

On behalf of the St. George Area Chamber of Commerce and the business community we represent, I write to express our strong opposition to the proposed conversion of St. George Boulevard and 100 South to one-way streets, as well as the conversion of Red Hills Parkway to an expressway.

We believe these proposals would have significant negative economic consequences for our community that far outweigh any potential benefits.

Impact on Business Accessibility and Economic Vitality

The proposed one-way conversions would fundamentally compromise accessibility to our local businesses. Two-way streets allow customers to approach businesses from either direction, providing the flexibility and convenience that drives retail success. One-way configurations create confusion for visitors unfamiliar with our area, force circuitous routing that discourages impulse stops, and effectively cut off direct access from one direction entirely. For small businesses operating on thin margins, even a modest reduction in foot traffic can mean the difference between profitability and closure.

Our downtown corridor represents years of careful investment by the City of St. George, property owners, and business operators who selected their locations based on existing traffic patterns and accessibility. Fundamentally altering these patterns places that investment at risk and creates uncertainty that will discourage future business development in these critical commercial areas.

Property Value Implications

The conversion to one-way streets and expressway development will adversely affect property values along these corridors. Residential properties on 100 South will experience increased noise, reduced accessibility, and diminished quality of life—factors that directly translate to lower property values and reduced tax revenue for the city. Commercial properties will similarly suffer as reduced accessibility diminishes their value to potential tenants and buyers.

Loss of Community Character and Livability



The City of St. George has invested considerable resources in creating beautiful median landscaping along St. George Boulevard—an investment that has enhanced our community's character and contributed to our appeal as a destination. These medians provide shade, reduce heat island effects, and create the pleasant, walkable environment that distinguishes thriving downtowns from mere thoroughways. Removing this landscaping to accommodate one-way traffic conversion would eliminate these benefits and transform our boulevard into a utilitarian corridor that prioritizes speed over community.

A walkable downtown with attractive streetscapes is not merely an aesthetic consideration—it is an economic driver. Pedestrian-friendly environments encourage lingering, browsing, and repeat visits. They attract the restaurants, boutiques, and professional services that create employment and generate sales tax revenue. Converting our streets to prioritize high-speed traffic flow works directly against these economic interests.

Support for the Northern Corridor as a Long-Term Solution

While we oppose the proposed conversions to St. George Boulevard, 100 South, and Red Hills Parkway, we strongly support the development of the Northern Corridor as the appropriate long-term solution to our region's transportation challenges. The Northern Corridor represents a comprehensive approach that will create new accessible areas throughout Washington County, accommodate our anticipated growth, and provide the infrastructure capacity our expanding community requires—all without compromising the economic vitality of our existing commercial corridors.

The Northern Corridor will distribute traffic more effectively across our region, relieving pressure on downtown streets while preserving their function as accessible, business-friendly thoroughfares. This approach allows us to plan for growth strategically rather than retrofitting existing neighborhoods and commercial districts in ways that undermine their essential character and economic function.

Thank you for your consideration of our concerns. I welcome the opportunity to discuss this matter further at your convenience.

Sincerely,

Shawn Christensen
President and CEO
St. George Area Chamber of Commerce

St. George Area Chamber of Commerce celebrates new building

Feb 18, 2017

f X e p l b



Grand opening of St. George Area Chamber of Commerce's new Business Center and home. The new location gives the chamber an updated facility and much needed space versus the old Pioneer Courthouse where the chamber has been located for over 30 years, St. George, Utah, Feb. 17, 2017 | Photo by Mori Kessler, St. George News

The new home of the chamber is slated to be a building on 100 East that once housed the Washington County Water Conservancy District. It is located just across the street from the historic courthouse.

The inside of the new building is being completely gutted and renovated to meet the needs of the chamber and its members, McArthur said.

Among those needs in particular is that of space. When a person enters the old courthouse on the first floor, they are greeted with a small lobby area and a hallway that stretches to the back of the building. There are offices on either side of the hallway, but no large spaces where chamber members can gather en masse.

On the second floor is the old courtroom and related facilities that cater more to tours of the historic downtown area.

In contrast, the new building, which is also two stories, will have increased office space, a large space that will be able to host up to 100 people and a board room that can seat up to 25 people.

The additional space can be potentially used by new and existing businesses, as well as nonprofits once the renovations are completed, McArthur said.

"It's another amenity we like that we can let business in Southern Utah use," he said

The renovation of the new building is estimated to run \$300,000.

A number of donations toward the project amounting to around \$50,000 have already been given to the chamber through members such as Dixie State University, Stephen Wade Auto Center, RAM Company and Security Service Federal Credit Union.



ST. GEORGE AREA
Chamber of Commerce

CUSTOMER FACILITY CHARGE PROGRAM

St. George City Council

ST. GEORGE REGIONAL AIRPORT (SGU) • AUGUST 6, 2026

AGENDA

CFC Program Basics (Purpose, Eligible Uses, Rate, Cap)

Calculation Logic + Examples

Monthly Reporting + Remittance Approach

Final Steps



- A Customer Facility Charge is an FAA permissible revenue source for airports
- It allows airports to charge rental car companies a fee to cover costs associated with rental car facilities and associated transportation infrastructure
- An airport sponsor is required to advise the FAA of the implementation of a CFC program, but FAA approval is not required
- Rental car transaction data was provided by the RACs to accurately calculate current activity
- The recent adopted Airport Master Plan aviation demand forecast was used to project future rental car activity
- A comparison of current CFC rates at other airports was conducted including nearby airports (SLC, LAS) and other comparable vacation market airports (HDN, ASE, JAC)

WHAT IS A CUSTOMER FACILITY CHARGE (CFC)?

- Capital Projects supporting rental-car customers at SGU
 - Total Estimated Eligible Cost: \$12.05M in 2026\$
- Project Examples:
 - Slurry Seal (Roads/Parking), Terminal Counters, Parking Lot Expansion/Reconfiguration, QT Wash/Vac Upgrades/Relocation, Lot Rehabilitation, Lane Upgrades
- Eligible Operating/Maintenance Costs Directly Attributable To Rental-car Facilities:
 - \$62,400/Year
- Eligible Program Administration Costs:
 - Roughly \$10,000/Year

WHAT CAN A CFC FUND?

CFC-eligible CIP Projects (2026\$)

PROJECT	COST
Slurry seal road and car rental parking areas	\$200,000
Terminal car rental counters	\$1,000,000
Expand and reconfigure parking lot	\$2,400,000
Upgrade QT (car wash and vacuum) equipment	\$750,000
Rehabilitate parking lots	\$2,100,000
Relocate and replace QT equipment	\$3,600,000
Entrance and exit lane upgrades	\$2,000,000
TOTAL ESTIMATED PROGRAM COST	\$12,050,000

RATE AND CAP

CFC Rate: \$5 Per Transaction-Day

Cap: 6 Chargeable Days per Rental Agreement

“Transaction-Day” = Each 24-hour period (or fraction thereof), with a 30-minute grace period beyond the 24 hours

Most Rentals (4 Days On Average) Are Below the 6-Day Cap

- CFC Per Agreement = $\$5 \times \text{Chargeable Days}$ (Capped At 6)
- Examples:
 - 3-day Rental → 3 Chargeable Days → \$15
 - 6-day Rental → 6 Chargeable Days → \$30
 - 9-day Rental → 6 Chargeable Days (Cap) → \$30
- Cap Adjustment = (Total Rental Days – Total Chargeable Days)

EXAMPLES

HOW THE CFC IS CALCULATED

PER RENTAL AGREEMENT

- 1) Chargeable Days = $\text{Min}(\text{Rental Days}, 6)$
- 2) CFC = $\$5 \times \text{Chargeable Days}$

MONTHLY TOTALS

Monthly CFC Due = $\Sigma(\text{CFC Across Agreements})$

REPORTING FOCUS

Report Totals Monthly, Including the Cap Adjustment and Resulting Chargeable Days

Report Monthly Totals for: Number of Agreements, Total Rental Days, Chargeable Days (After Cap), and CFC Due

Remit CFC to SGU by 15th of the Following Month

Retain Records For Audit/Verification For 5 Years

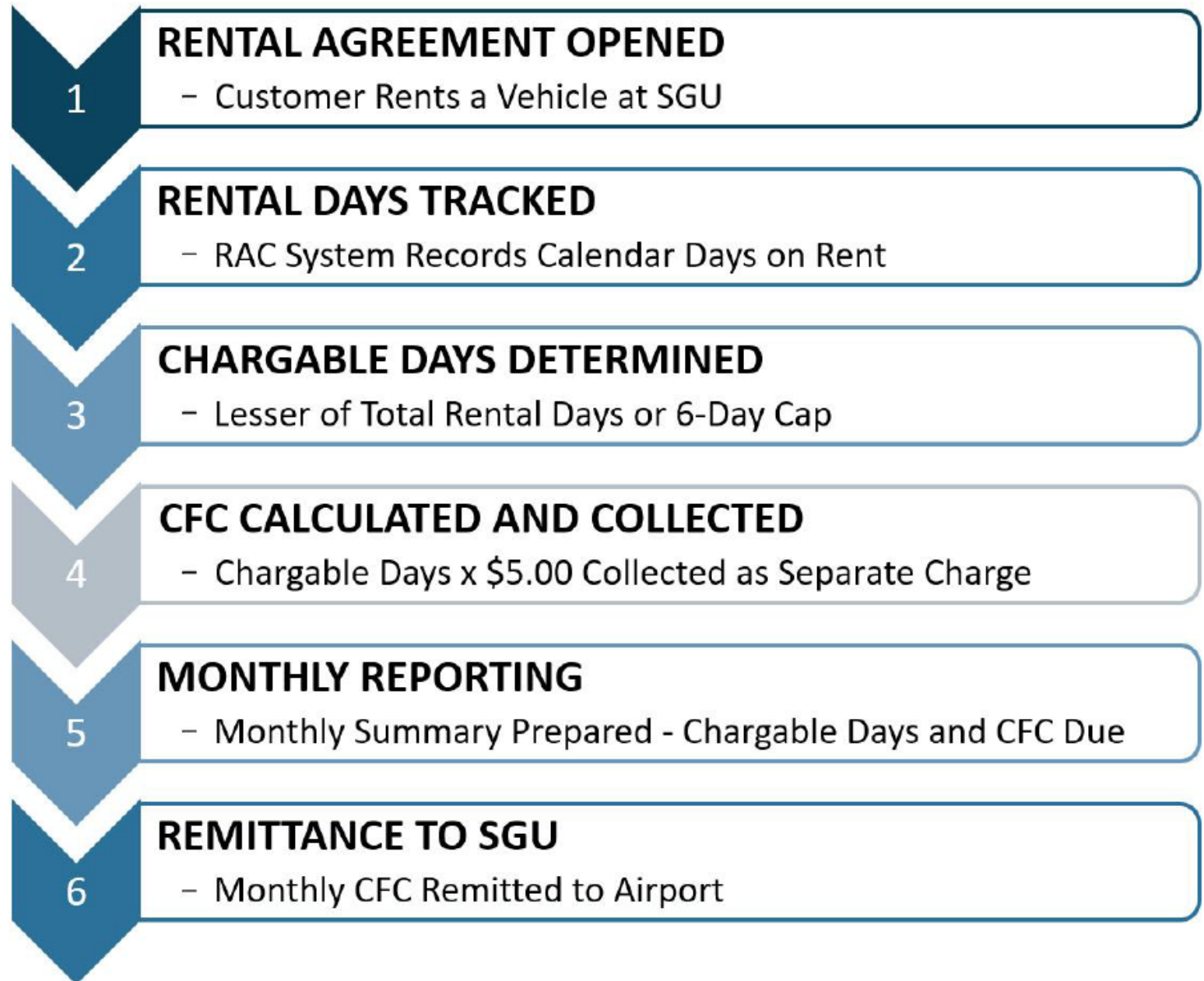
CFC Applies to Agreements Opened On/After the Effective Date (TBD)

Submission Package: Report Template + Remittance Payment (Method TBD), Including Preparer and

Certification/Signature

MONTHLY REPORTING & REMITTANCE

FUNDS FLOW (HIGH-LEVEL)



BACKGROUND: ACTIVITY AND REVENUE CONTEXT

HISTORICAL TRANSACTION-DAYS (ALL RACS) AND POTENTIAL CFC AT \$5/DAY:

2022: 86,585 → \$432,925

2023: 110,274 → \$551,370

2024: 124,785 → \$623,925

2025: 120,111 → \$600,555

2023–2025 average: 118,390 → \$591,950 (~\$600k)

- All current rental car companies (RAC) were contacted and informed of the proposed program
- A RAC workshop was held on April 8, 2026, to review and discuss the proposed program
- A comment period was opened, and comments were received from several companies
- All requests have been accommodated within the proposed program
- All companies have been advised of the changes to the program

RENTAL CAR COMPANY ENGAGEMENT

QUESTIONS/COMMENTS



R.A. Wiedemann &
Associates, Inc.
AVIATION CONSULTANTS



WOOLPERT

1110 S Bluff Street St. George, UT



Partnerships with the City

- YESCO has partnered with St. George on multiple projects over the years.
- Relocation of this billboard originally located on Sunset to Bluff St to support new development



St. George Blvd and Bluff Street

YESCO retrofitted city-owned digital sign as a part of a trade





Dixie Center

YESCO billboard upgraded on city-owned property

City-Owned Billboard (south end of town)

YESCO painted and upgraded

YESCO responded to City's request to find a color that blends with the natural surroundings. YESCO was the first outdoor company to paint signs with Pantone earth tone colors. They are now required in city billboard code.



Hilltop Sign

YESCO purchased a neglected and run down sign. The original sign had 5 posts that had been burned. YESCO rebuilt with a single pole and painted it to blend with the surroundings.



*Example of our standard LED light. External fixture to aim light at the board and has a shield to reduce light spillage. Small levels of ambient light are present around and above the sign face.

YESCO®


HOLOPHANE®
LEADER IN LIGHTING SOLUTIONS

Sign-Vue® LED II

The Sign-Vue LED II is the next generation product designed to meet the needs of the media sign lighting market. Built on breakthrough LEDs and dedicated optics for specific poster and bulletin applications, the Sign-Vue LED II provides exceptional uniform illumination while saving energy and reducing maintenance costs. Built on the design philosophy "**MORE LIGHT WHERE YOU NEED IT-ON THE BOARD**", watt for watt, the Sign-Vue LED II delivers twice as much light *on the board* as our leading LED competitors."

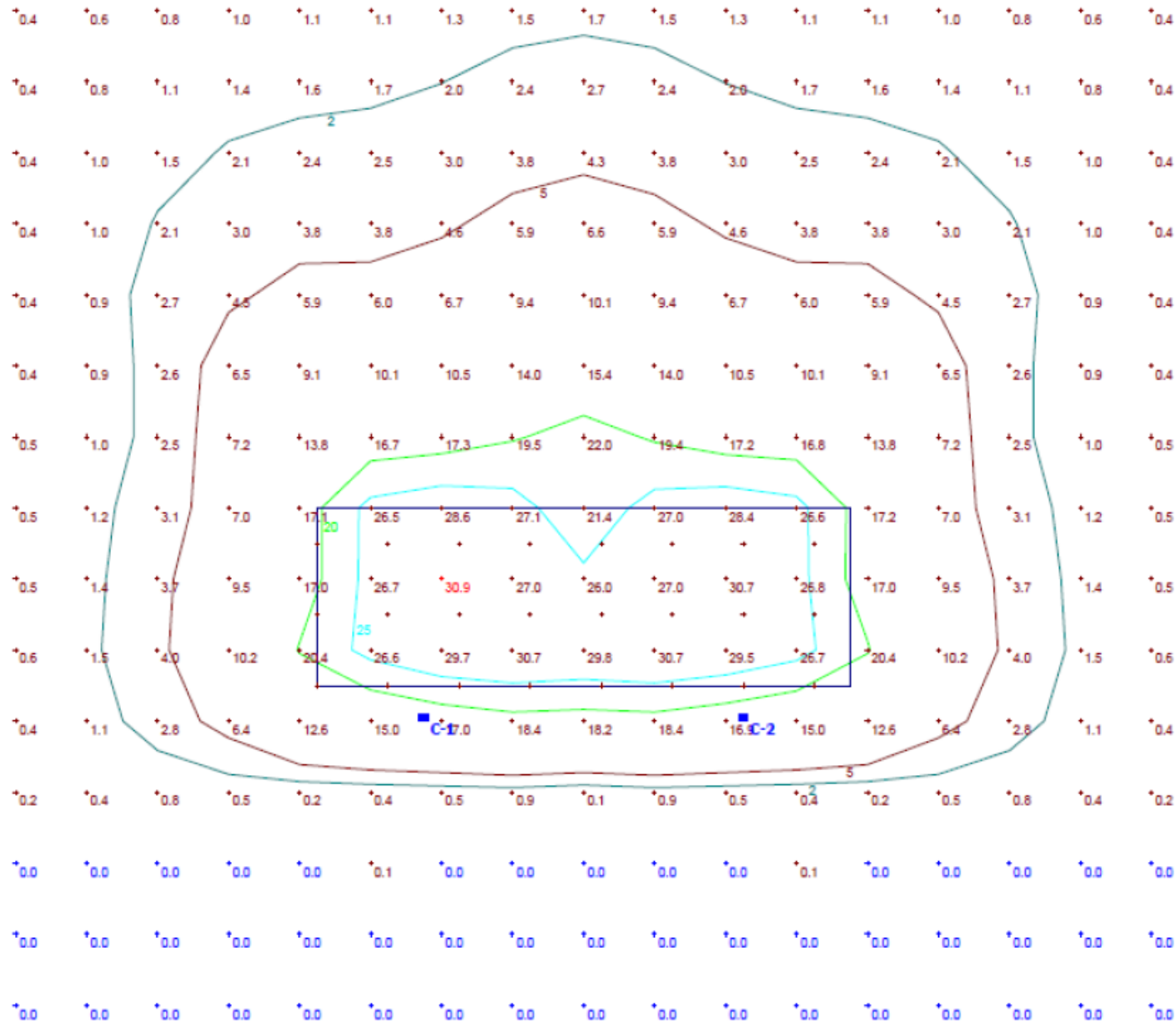


LED

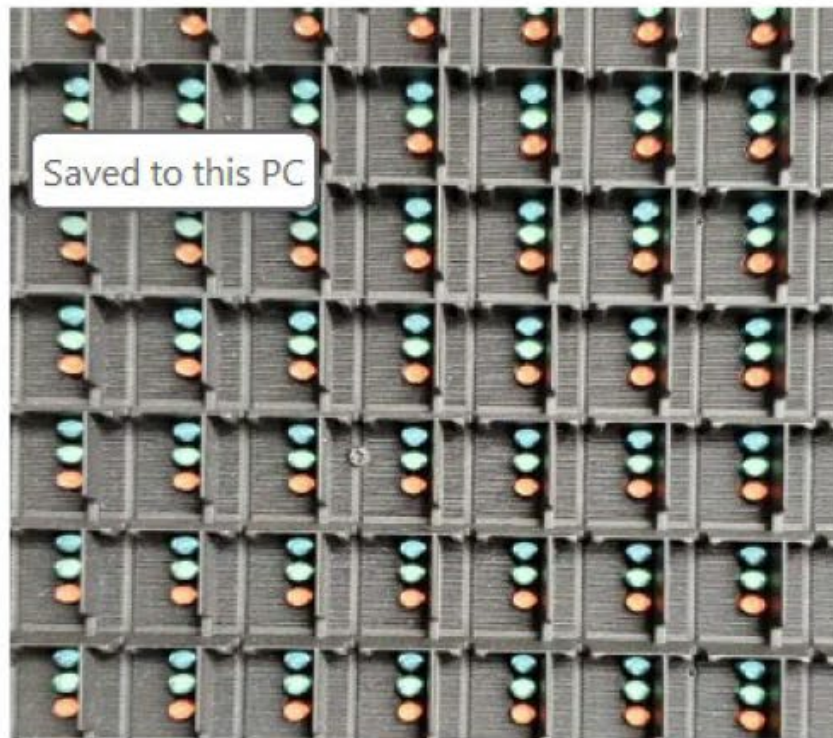


Reliable Electric Products Co
865-376-0226

Designer
Brian Kline
Date
Nov 24 2021
Scale
10 x 30
Drawing No.
Sign Vue 2
Summary
YESCO 4 ft
1 of 1



*We are looking at a 10x30 board straight on. Each dot on the grid represents 4ft distance. Between 24ft and 28ft above the top of the board the foot candle measurement is between 2.7 and 1.7. Twelve feet to the left or right is 1.4 foot candles. At 8ft below the bottom of the board the measurement is 0.1 foot candles.



- *Digital panel. Internally lit.
- *Light shielding between rows to limit vertical light spillage.
- *Vertical shielding to direct image to intended audience.

SIGN LIGHTING STUDY

Sign Details

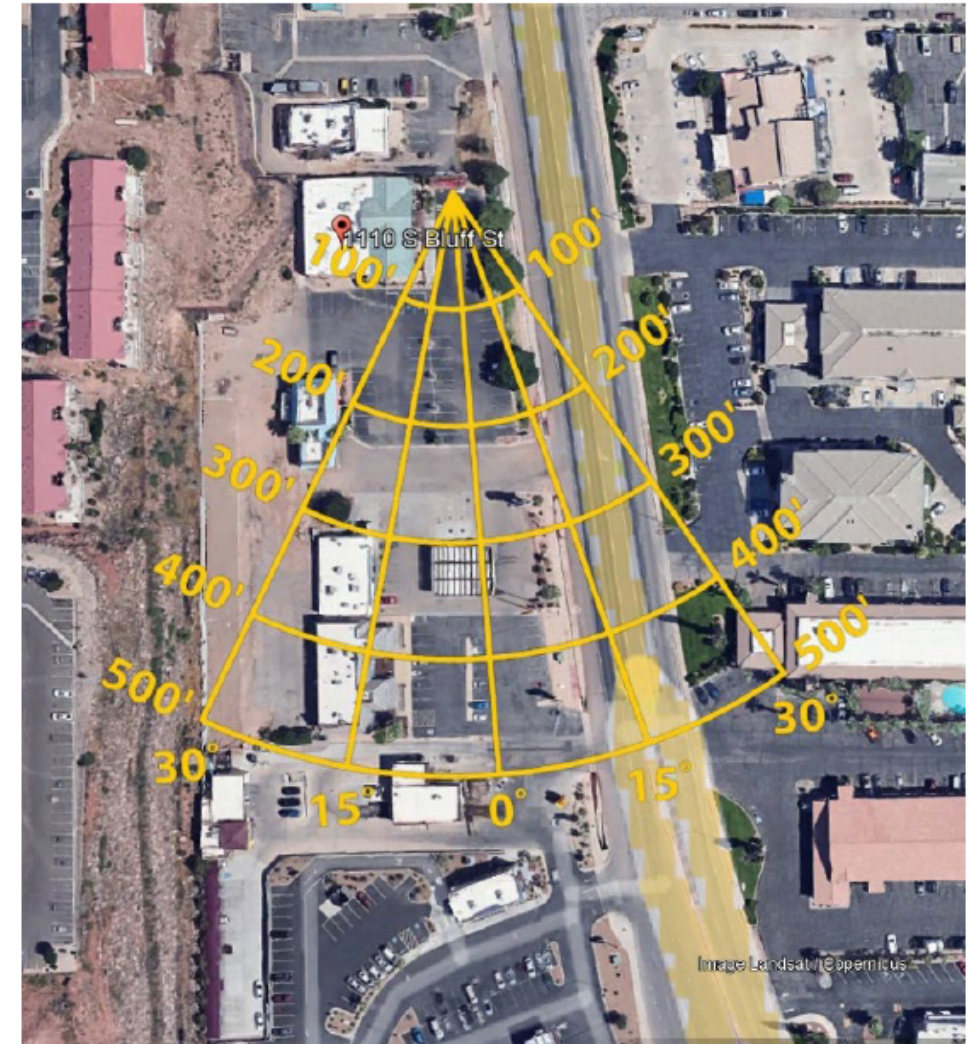
Size: 14' x 48' Digital Billboard

Location: 1110 S Bluff St., St. George, UT 84770

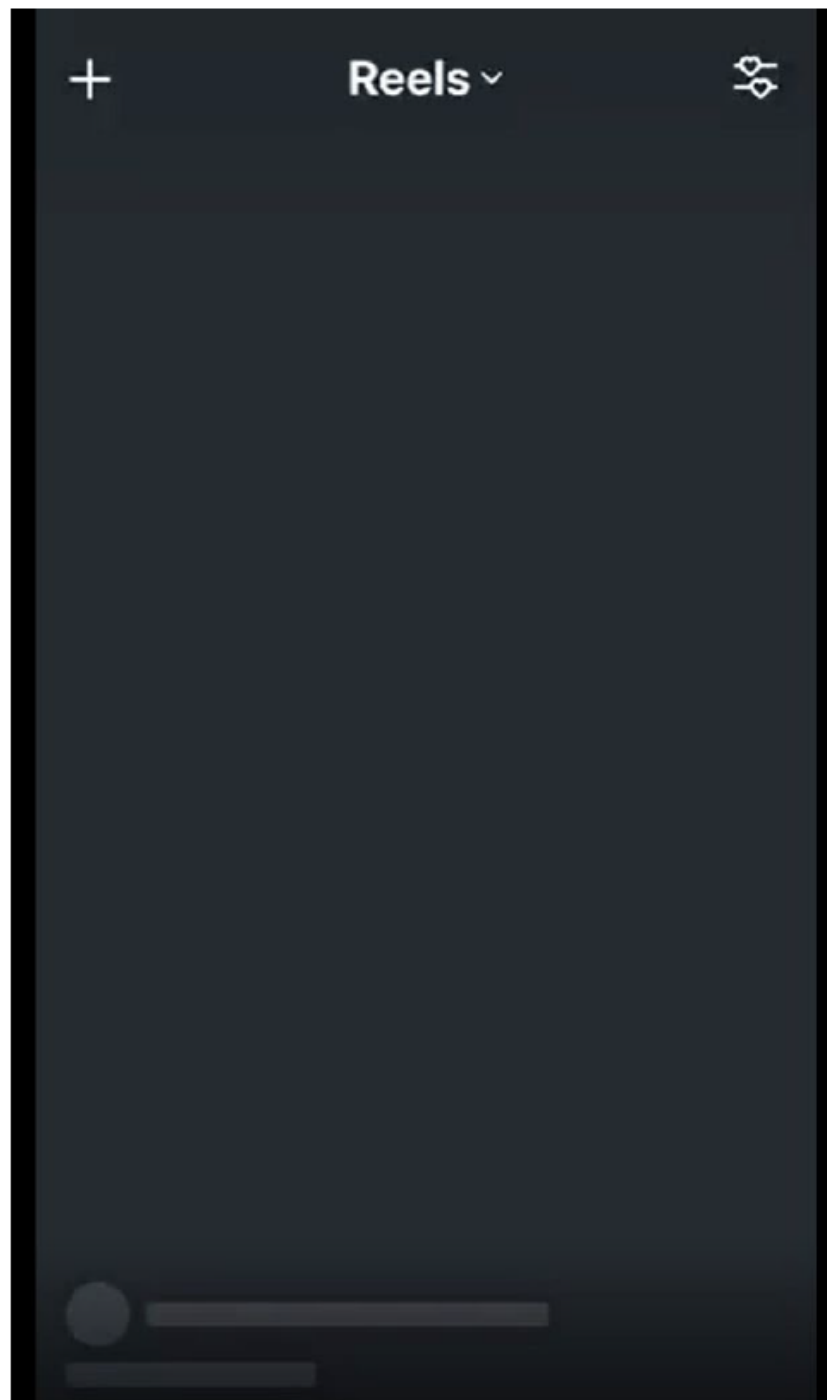
The table below represents a 14' x 48' LED sign, demonstrating the increase in illuminance from the sign during normal night operation. The values are within the standards of both the ISA and OAAA and indicate that the ambient light broadcast into the surrounding area has minimal effect. The displays will utilize the Innovative Focus light mitigating louver. This design limits the viewing angle to 30 degrees from center and is designed to limit light trespass into neighboring residential areas.

Foot-candles at night under normal operation

Display Size (ft) (H x W)		14	x	48		
Foot-candles at night under normal operation						
		Horizontal Viewing Angle				
Viewing Distance (ft)	0°	20°	40°	60°	70°	
100	0.68	0.41	0.02	0.00	N/A	
200	0.17	0.10	0.01	0.00	N/A	
300	0.08	0.05	0.00	0.00	N/A	
400	0.04	0.03	0.00	0.00	N/A	
500	0.03	0.02	0.00	0.00	N/A	









Given the St. George Place shopping center renovations and upgrades, we propose to only add a digital face to the south side of the sign.

82% Local Advertisers

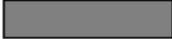
YESCO serves local businesses through advertising opportunities. 53 out of the 65 of advertisers(82%) on all of our digital signs in St. George are local companies. We want these businesses to succeed as much as you do. Our product contributes to their success.

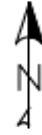


Sign with louver light blocking technology in St. George near 3922 S Pioneer Rd

One-sided blocking only(just westward)

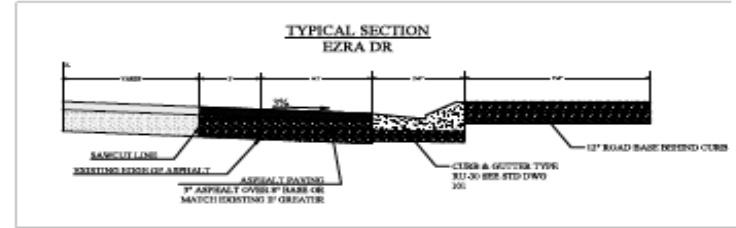
LEGEND

PROPOSED GRADE	(0000.00)
EXISTING GRADE	0000.00
NEW ASPHALT	
CURB & GUTTER	
ROAD BASE	



EZRA DRIVE
1" = 25'

CONSTRUCTION DRAWINGS FOR EZRA DRIVE IMPROVEMENT PROJECT



ROADWAY IMPROVEMENTS VARIOUS LOCATIONS
EZRA DRIVE IMPROVEMENTS



PUBLIC WORKS
St. George
101 S MAIN STREET
ST. GEORGE, UTAH 84770
(435) 627-4100

BOARDING BOARD
BOARDING BOARD

DATE	BY	DESCRIPTION

DATE	9/26/25
DESIGN BY	JPT
CHECKED BY	