



REGULAR MEETING ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)

Held at the City of Moab Conference Center
217 E Center Street
Moab, Utah 84532

[Screen Recording](#) | [Room Recording](#)

MINUTES April 26th, 2023 | 3:00pm

****Time stamps correspond to the video****

Members in Attendance August Granath, Forrest Rodgers, Trisha Hedin, Chris Wilson, Noelle Gignoux (appointed to represent Elissa Martin), Mary McGann, Shalee Bryant, Jazmine Duncan

Members in Attendance Remotely Melisa Jeffers, Carly Castle, Karen Guzman-Newton

Members not in Attendance Emily Campbell, Huseyin Deniz, Kelly Thornton

Also Present Ben Alter (Grand County Economic Development (GCED)), Brian Hunnings (Red Cliffs Lodge & Foundation; appointed to represent Jenny Gleason as a member of the Moab Area Travel Council Advisory Board (TCAB)), Chris Baird (Grand County Strategic Development Director), Bega Metzner (Moab to Monument Valley Film Commission (MMVFC))

Welcome

00:00:00

Introductions

00:00:25

Conflicts of interest, disclosures, ex-parte communication

00:04:20 - None at this time

Citizens to -be- heard

00:04:35 - None at this time

Presentations, if any

00:04:40 - None at this time

Discussion and Action Items:

A. Approval Of February 22 And March 29 EDAB Meeting Minutes

00:06:45

Karen made a motion to approve of the minutes as read by Forrest. Meghan seconded the motion. No discussion. **Passed unanimously.**

B. Prioritization Of Balance Of Remaining TRT Diversification And Rural County Grant Funds

- Review Of Remaining Balances

{Attached "21/22/23 Economic Diversification Calculations," "FY23 RCG Status," "Proposed Diversification Spending"}

00:09:00

August and Chris Baird discussed their efforts to determine available TRT diversification dollars based on previous years' trends. August reviewed remaining Rural County Grant FY23 funds. August and Chris Baird discussed proposed expenditures for the remainder of 2023's TRT diversification dollars. Melisa asked about the county's ability to cut diversification checks within the timeline laid out. Chris shared the county's latest date at which it could cover diversification checks. Melisa asked where TRT diversification dollars go post June 30, 2023, and Chris Baird responded that remaining funds would move to the TRT tourism promotion budget. August reviewed proposals in the "Proposed Diversification Spending" slide deck. Meghan discussed the Wildcat Microloan Fund in detail. August continued his review. Jazmine discussed the need for a commercial kitchen and a co-working space with marketing and media production capacity. Meghan agreed that these were projects that would immediately help local businesses and entrepreneurs. Karen and Trisha asked clarifying questions about the kitchen space at the new Utah State University campus in Moab (USU Moab). Forrest questioned if funds could be spent on other Grand County departments. Chris Baird stated his preference to provide TRT diversification dollars directly to business owners. Karen and Melisa discussed improving current county facilities and how to effectively help businesses. Meghan discussed her work with local businesses. August and Forrest discussed the need to collect board member input as the Economic Development Department (EDD) aimed to publish a community-facing survey within the week in order to collect public comment on the proposed expenditures. Melisa stated that the list was not as helpful as program proposals, noting her inability to predict any economic diversification impact of any programs. August discussed his vision for the survey.

- **Review Of Proposed "Workforce Housing Support" Expenditures For May 24 Recommendation**

{Attached ""Workforce Housing Support" Expenditure Proposals"}

00:44:45

Mary joined the meeting in person. Chris Wilson reviewed the attached document and his recent work with the board. Board members asked clarifying questions. Chris Baird provided context on the proposal of impact fee grants. Jazmine, Noelle, and Mary discussed the county's alternative dwelling overlay (ADO). August, Noelle, and Chris Baird discussed the support for impact fee offsets for affordable housing projects. Board members discussed workforce housing development. Mary proposed the consideration of a low- or no-interest revolving loan program for developers of affordable housing in Grand County, with some board members voicing an interest in the proposed program. August and Forrest discussed next steps for the EDD and board members.

C. Review Of Economic Development Strategic Plan RFQ

- **Report From Moab Area Travel Council Advisory Board (TCAB) Chair Jenny Gleason**

01:02:00

Forrest discussed the previous TCAB meeting he had attended and the discussion around the EDD strategic planning process. Brian discussed TCAB's review of the request for proposals (RFP) and the board's primary objectives.

- **Review Of Definitions, Vision, And Goals As Described In RFP Section IV, Subsection 3, Letter A, Numerals I And II**
- **Review Of Economic Development And Diversification Definitions**

01:05:20

August discussed the process and timeline for the RFP process. Forrest further discussed this process. Chris Baird provided clarifying information on the planning process. Board members asked clarifying questions. August discussed his goals for the planning process. Board members discussed the planning process. At Forrest's invitation, Melisa discussed ways to improve the RFP and planning processes within the scope of "regenerative tourism."

D. Consideration Of Future Agenda Items

01:39:10

Forrest reviewed expectations for the May 2023 EDAB meeting.

At 01:41:56, Forrest adjourned the meeting.