



REGULAR MEETING ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)

Held at the Grand County Commission Chambers
125 E Center Street
Moab, Utah 84532

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

MINUTES

February 22nd, 2023 | 3:00pm

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

Members in Attendance August Granath, Huseyin Deniz, Mary McGann, Forrest Rodgers, Chris Wilson, Shalee Bryant, Elissa Martin

Members in Attendance Remotely Karen Guzman-Newton, Kelly Thornton, Jazmine Duncan, Meghan McFall

Members not in Attendance Emily Campbell

Also Present Melissa Stocks (Grand County Economic Development (GCED)), Bega Metzner (Moab to Monument Valley Film Commission), Ben Alter (GCED), Laura Harris (Housing Authority of Southeastern Utah (HASU)), Stephen Stocks (Grand County Attorney)

Welcome

00:00:35

Introductions

00:01:00

Conflicts of interest, disclosures, ex-parte communication

00:03:30 - None at this time

Citizens to -be- heard

00:03:35 - None at this time

Presentations, if any

August Granath, Economic Development Director

Update on EDD priorities given legislative threats to TRT-funded diversification programming, August Granath

00:04:45

August provided an update on Representative Lyman's proposed HB416 and Grand County's lobbying efforts against the bill. August and Mary discussed the bleak outlook of stopping the bill as well as efforts to have the bill's language amended. Karen asked about the vote tally that pushed the bill out of committee. Mary and August discussed the tally and further discussed their lobbying tactics. Forrest asked if funding for Grand County's Small Business Development Center (SBDC) role would be affected should HB416 pass. August explained that while the SBDC was set to be funded with diversification dollars now at risk, the county recognized the importance of the SBDC and was eager to find a way to fund it regardless of the changes

proposed by HB416. Mary commented that Rep. Lyman had suggested the SBDC could be funded with tourism promotion transient room tax (TRT) dollars and that, though this possibility was currently under review by the Grand County Attorney, she and others doubted this was actually the case. Karen asked for clarification on what HB416 would eliminate. August explained that the economic diversification program would be eliminated.

Discussion and Action Items:

Approval of December 14, 2022, January 12, 2023, and January 25, 2023 meeting minutes

00:16:30

Karen made a motion to approve the meeting minutes from December 14, 2022, January 12, 2023, and January 25, 2023. Forrest seconded the motion. Chris, Forrest, Karen, and Kelly voted in favor. Deniz and Shalee abstained. **Passed.**

Consideration and nomination of applicants to fill Economic Development Advisory Board positions that expired 12.31.22

00:17:40

August explained that the remaining position to fill on the board was the “member of the public who lives in the county” role, formerly held by Rob Walker. He named the following remaining candidates who were eligible to be nominated to this role:

- Brad Bertoch
- Brittney Melton
- Carolyn Conant
- Melisa Jeffers
- Michael Liss
- Steve Getz

Shalee made a motion to nominate Melisa Jeffers to EDAB. Karen seconded the motion. Chris voiced his support for Melisa, as well as Carolyn and Brad. Forrest echoed Chris’ support of the three aforementioned candidates, noting that all three would bring an aspect of diversity and relevant experience to the board. Shalee discussed her support for Melisa, noting that she was eager for the board to benefit from Melisa’s attorney perspective as well as occasional dissent. Deniz voiced his support for bringing on EDAB members that provided new perspectives. Kelly voiced her support for both Melisa and Brad and thanked Brad for his past service to the board. Karen discussed the need for diversity and new perspectives on the board and voiced support for Michael, Melisa, and Brad. August called for a vote. **Passed unanimously.**

Selection of EDAB Chair, Vice Chair, and Secretary

00:25:20

Forrest asked August how he envisioned the EDAB board chair would support GCED staff. August explained his basic expectations. Ben provided further context. Karen made a motion to nominate Forrest to the role of EDAB chair. Deniz seconded the motion. Forrest explained his previous support of serving as vice chair and noted that he would be able to serve as chair if the board so willed it. Karen and Chris briefly discussed their support for Forrest to serve as EDAB chair. August called for a vote. Karen, Kelly, Deniz, Chris, and Shalley voted in favor. Forrest abstained. **Passed.**

At this point, Forrest took leadership of the meeting as Chair of EDAB.

Forrest invited nominations or volunteers for the role of vice chair. Shalee and Chris both voiced their willingness to serve in either the vice chair or the secretary position. Shalee made a motion to nominate Karen to the position of EDAB vice chair. Deniz seconded the motion. Shalee asked and Karen responded that she would be willing to help the board out in any capacity. Forrest called for a vote. Kelly, Forrest, Chris, Shalee, and Deniz voted in favor. Karen abstained. **Passed.**

Forrest invited August to explain the role of secretary. August explained that the secretary reviews meeting minutes as prepared by GCED staff and keeps track of the meeting agenda, motions, and decisions made during EDAB meetings. Karen nominated Shalee to the position of EDAB secretary. Chris seconded the motion. Forrest asked and Shalee responded that she would be willing to help the board out in any capacity. Forrest called for a vote. Forrest, Kelly, Chris, Deniz, and Karen voted in favor. Shalee abstained. **Passed.**

Discussion of The Grand Summit 2023

00:38:25

Ben discussed the upcoming Grand Summit event on March 1st, 2023, and shared the Grand Summit website, <https://www.grandsummitmoab.com/>, with the board. Deniz asked for clarification on the speakers and their associated events which Ben provided. Shalee asked how GCED staff picked speakers and presenters for the summit. Ben explained that in 2022 a steering committee guided staff, whereas this year staff were working with event organizers; in both years, however, staff led the selection process. Deniz asked if 2022's summit speakers and feedback had informed this year's summit structure. August discussed the different position the GCED office was in last year and how 2022 had established ideas and programs that the GCED eventually pursued. Deniz asked Ben if there was good interest in the summit. Ben and August explained that the summit was nearly sold out. Bega suggested that GCED staff find a way to provide shuttles to and from the summit reception. Karen asked why GCED staff felt behind in promoting this year's summit if they had hired an event organizer. August replied that due to the uncertainty of HB416, there was a pause in the event planning process. Shalee said that the Chamber of Commerce wants to play a bigger role at future summits. She also advocated for using a local event organizer in the future. Deniz echoed this sentiment but also made a case for bringing leaders from outside Grand County in.

Progress report: Moab Housing Fair Event Series

{Attached "PROGRESS REPORT - Moab Housing Fair Event Series"}

00:53:50

Laura thanked the board for funding the series and discussed the series' recent events, presentations, attendance, goals, and successes. Bega asked a clarifying question about publicizing the events. Jazmine asked if the future ADU-focused series event would discuss IADUs (internal accessory dwelling units) as well and Laura said both would be discussed. Forrest thanked Laura for providing board members with a pre-meeting report to review. Deniz echoed this and discussed his experience as an employer dealing with housing insecurity for employees. He added that the next series event should draw a larger audience and that

organizers should publicize specifically to service industry business leaders. Laura agreed and thanked Deniz for his input. Forrest asked Laura to elaborate on future funds uses. Laura discussed the creation of bilingual housing resource videos to help new and existing locals navigate Moab's housing environment.

Consideration of future agenda items

01:09:40

August discussed updates he would provide at future meetings following the conclusion of the state's legislative session. Shalee discussed the chamber's desire to create a high school business pitch competition in honor of late member Matthew Niesen, adding that the chamber would welcome partnership from Grand County and that it could be an expenditure for future consideration by EDAB. Meghan suggested that funds could be used to implement the Wildcat Microfund program in Grand County's High School, providing students with viable business plans access to startup funds. Deniz discussed how he and other business owners have experienced obstacles in bringing younger employees into roles that they will stay in and entertained related discussion with other members. Forrest tied together this discussion of workforce development and retainment with the GCED's upcoming strategic planning process. August and Kelly further discussed increasing relationships between local education providers and Jazmine asked for a future review of other sources of funding that Grand County could use to fund EDAB's prioritized items. Chris encouraged board members to bring future funding proposals to the table. Members generally discussed the future process of building economic development and diversification literacy community-wide. Shalee recommended future clarification on the Rural County Grant program for the sake of both new board members and community transparency.

Adjourn

Forrest adjourned the meeting at 1:50:40.