



REGULAR MEETING ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)

Held at the City of Moab Conference Center

217 E Center Street

Moab, Utah 84532

[Recording](#)

MINUTES

July 26, 2023 | 3:00pm

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

Members in Attendance Forrest Rodgers, Chris Wilson, Shalee Bryant, Melisa Jeffers, , Jazmine Duncan, Mary McGann, Meghan McFall

Members in Attendance Remotely Karen Guzman-Newton, Elissa Martin

Members not in Attendance Emily Campbell, Kelly Thornton, Carly Castle, Huseyin Deniz, Trisha Hedin

Also Present Colette Cox (Governor's Office of Economic Opportunity), Michael Black (Moab Community Development Director), Kema Johnson (USU, SBDC), Sky White (Grand County Economic Development), Melissa Stocks (Grand County Economic Development), Ben Alter (member of the community), Stephen Stocks (Grand County Attorney)

Welcome

00:03:00

Introductions

00:06:30

Conflicts of interest, disclosures, ex-parte communication

00:10:00 - None at this time

Citizens to -be- heard

00:10:10 - None at this time

Presentations, if any

00:10:20

Forrest, Mary and Colette shared appreciation for August Granath and his tenure as Director of Grand County Economic Development Department.

Forrest gave an update on the EDAB recommendation for the spending of the Economic Diversification Funds as presented to the Commission. The Commission made a motion at the June 6th meeting to approve all recommendations and also included funding to Red Tail Airlines for their SLC-Moab leg.

Discussion and Action Items:

A. Approval of 5/24/23 and 5/30/23 Meeting Minutes

{5/24/23 and 5/30/23 meeting minutes attached to 7/26/23 minutes as they were not included in the packet}

00:15:51

Shalee Bryant makes a motion to approve both the 5/24/23 and 5/30/23 Minutes.

Karen Guzman-Newton seconds the motion.

All in favor, motion passes unanimously.

B. FY23 Rural County Grant Spending and Activity Status

{“Rural County Grant Spending PPT” attached to minutes as presented in the meeting}

00:17:00

Ben reviewed the background on the Rural County Grant program and EDAB’s role in supporting the Grant process and funding.

Review of the budgeted allocation of funds vs. the current spend in each category. *See below as included in the PPT deck also attached.*

Rural County Grant (Part A) 2023 Financial & Activity Status

Program	Originally Allocated	Remaining Funds	Notes
Childcare Support	\$75,000	\$0	Paid out to Moab Community Childcare, April 2023
Workforce Housing Support	\$75,000	\$57,000	Paid \$18,000 to HASU for deed restriction software, January 2023
Grand Summit	\$25,000	\$16,735.22	Net cost of Summit was \$8,264.78 due to ticket and sponsor revenue
AmeriCorps VISTA	\$25,000	\$21,500	Moab Free Health Clinic paid \$4,500 to host an AmeriCorps VISTA service member

Final report due September 1st!

Review of EDAB discussion items on how to further spend the remaining funds. No action has been taken to date. *See below as included in the PPT deck also attached.*

Rural County Grant (Part A) 2023 Remaining Funds

Workforce Housing Support - \$57,000

- Impact fee offset program for affordable housing
 - Assistance with GWSSA, Moab City, other related fees
- Revolving loan fund for affordable housing
 - Immense challenge; possibility of administration by SEUALG

Grand Summit - \$16,735.22

- Re-allocate to other or new line item(s)?
- More business/network programming in 2023?

AmeriCorps VISTA - \$21,500

- Set aside for housing, meal, "essentials" support (additional stipend)

Discussion included:

Colette shared that it is normal for initial projections to change during the course of the year and it is essential to show allocation of funds in the reporting process. It is preferred that grant funds are allocated in full.

Shalee suggested the County utilize the Chamber further to support future Business Summits and networking/business development events. Colette reiterated that Chamber organizations are great partners to County governments due their ability to do more.

Meghan suggested SBDC can support networking events as well and involving SBDC in planning phases for similar events would be useful.

Mary suggested considering funding an Arts Coordinator for the Arts Council as a use for the remaining funds.

Colette reviewed the due dates for submitting the FY24 Grants:

FY24 Rural County Grant application deadline: 10/01/2023

FY24 Rural Communities Opportunity Grant application deadline: 11/17/23

Chris noted previous EDAB discussion included funding HASU to provide financial support for legal fees associated with designing and implementing a deed restriction incentive program.

Elissa suggested an Impact Fee Offset allocation could be used immediately toward current Alternative Dwelling Overlay applications.

The incoming VISTA's role was discussed and her ability to support the Strategic Planning Process as detailed in the Commission approved proposal.

Chris Wilson makes a motion to recommend \$57,000 be allocated to support affordable workforce housing with the creation of an Impact Fee Offset program directed toward current ADO projects with the goal of maximizing the number of units of affordable workforce housing available.

Shalee Bryant seconds the motion.

Discussion included:

Rental rates associated with the ADOs.

Utah laws regulating Grand County's ability to set rent limits.

Overall price reduction potential in housing cost with the increase in total housing units on the market.

All in favor.

Motion passed unanimously.

Shalee Bryant makes a motion to allocate the remaining Grant Summit funds of \$16,735.22 to the Moab Chamber of Commerce to work in conjunction with USU SBDC to organize and host business development events for the remainder of the year.

Melisa Jeffers seconds the motion.

All in favor.

Motion passed unanimously.

Shalee Bryant makes a motion to grant the Economic Development Department the ability to determine the criteria for allocation of the VISTA Stipend Fund.

Melisa Jeffers seconds the motion.

All in favor.

Motion passed unanimously.

C. Strategic Planning Plan Updates | Melisa Jeffers

00:01:16

Cathy Ritter and Better Destinations have been chosen by the Strategic Planning Selection Committee to head the Strategic Planning Process for Grand County's Economic Development Department.

The decision has been made to postpone the Strategic Planning project until a new Director has been identified to ensure this future Director will be a large part of the process.

Sky adds that putting time and energy into the planning and development of the Steering Committee as well as continuing to gather and provide data for the Better Destinations team can be done now to move things along until the project launches.

D. FY24 Rural County Grant Application: Preliminary Discussion of Priority Projects

01:24:00

Forrest will work with Sky to collect more information on previous successful grant applications and will collect ideas for potential FY24 Rural County Grant application projects for EDAB to discuss in the next meeting. All concepts that EDAB might have should be emailed to econdev@grandcountyutah.net for planning purposes.

Karen suggested investing in the revitalization of downtown Moab as a project to consider for the FY24 Rural Communities Opportunity/FY24 Rural Community Grant applications. This concept was universally embraced.

Consideration of Future Agenda Items

01:37:10

None at this time.

At 01:38:41, Forrest adjourned the meeting.



REGULAR MEETING ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)

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

[Recording](#)

MINUTES May 24th, 2023 | 3:00pm

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

Members in Attendance Shalee Bryant, Melisa Jeffers, Chris Wilson, Jazmine Duncan, Meghan McFall, August Granath, Forrest Rodgers, Mary McGann

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

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

Also Present Noelle Gignoux (Grand County Planning and Zoning Dept), representative from Canyonlands Arts Festival, Kate Jagla (Executive Director, Moab Free Health Clinic), Jeremy Spaulding (Community Coordinator, Grand County School District), Cari Caylor (CTE Director, Grand County School District), Melissa Byrd (President, Grand County School Board), Kathy Williams (VP, Grand County School District Board), Randy Martin (Director of Business Operations, Redtail Air), Linda Skogrand (Board Member, Wabi Sabi), Rob Walker (Board Chair, Moab Community Healthcare)

In Attendance Remotely Jenny Gleason (Board Chair, Moab Area Travel Council Advisory Board and Redtail Air), Abigail Taylor (Executive Director, Seekhaven), Jade Powell (Deputy Director, SE Utah Economic Development District), Bega Metzner (Moab to Monument Valley Film Commission)

Welcome

00:02:00

Introductions

00:02:20

Conflicts of interest, disclosures, ex-parte communication

00:03:33 - None at this time

Citizens to -be- heard

00:03:40 - None at this time other than future presentations to follow

Presentations, if any

00:03:50

Timeline Updates for upcoming action items for the Board | August Granath

{Presentation not included in Packet - attached to Minutes}

TRT Economic Diversification Funds - Timeline for 2023

May 24, 2023

- Overview of Public Survey Results
- Presentation of Initial Requests

June 6, 2023

- County Commission Meeting
- Initial consideration of funding proposals

June 20, 2023

- County Commission Meeting
- Last call for Economic Diversification project approval

July 1, 2023

- HB416 Takes Effect
- Economic Diversification Activity no longer a legal use of TRT revenue

Rural County Funds - Timeline for 2023

September 1, 2023

- FY 2023 funds must be spent by this date
- Grand County Economic Development to submit a report of expenditure by this date

October 1, 2023

- Rural County Grant FY24 Application Deadline
- Available to all rural counties; a rural county may request up to \$200,000
- EDAB to make funding recommendations at August 2023 meeting
- Grand County Economic Development to bring before County Commission at a September 2023 meeting
- Grand County Economic Development to submit application for funding by October 1, 2023

November 1, 2023

- FY22 Part B Annual Report submission deadline

December 15, 2023

- Rural Communities Opportunity Grant (formerly Part B) application deadline
- Available to all rural counties and municipalities; a rural community may request up to \$600,000
- EDAB to make funding recommendations at October 2023 meeting
- Grand County Economic Development to bring before County Commission at a November 2023 meeting

- Grand County Economic Development to submit application for funding by December 15, 2023

Discussion and Action Items:

A. Approval of April 26th EDAB Meeting Minutes

00:07:01

Shalee Bryant made a motion to approve of the minutes as read by Forrest. Chris Wilson seconded the motion. No discussion. Passed unanimously.

B. Update on Economic Development Strategic Plan RFP Process

00:07:45

- **Clarification of Process**
- **Role of EDAB Going Forward**
- **Report from Selection Committee**

Discussion covered the importance of the Strategic Planning process, it will be funded by \$100,000 from Diversification and \$50,000 from Tourism dollars. Candidates have been scored and interviewed, many of which are excellent. Selecting Committee members will be making a Commission meeting.

C. Review of Proposed Expenditures of Economic Diversification TRT Dollars

{TRT Economic Diversification Survey Results included in Packet}

010:40:00

Review of Survey Results | Noelle Gignoux, Grand County Planning and Zoning Department

Community Survey included 4 proposals:

- Moab Community Resource Center
- Revolving Loan Fund
- USU Small Business Support
- Wildcat Microfund

Additional Community Proposed Projects included:

- Grand County Student Career and Success Center
- Moab Community Gardens
- Seekhave
- Wabi Sabi
- Westside Woodworks Expansion
- Moab Community Child Care
- Arroyo Crossing Childcare and Commercial Space
- Redtail Air
- Grand County Arts Administrator
- Housing

Presentations of proposals included in the Initial Public Survey:

- Kate Jagla, Moab Community Resource Center
 - Workskills training and creative shared workspace.
 - Undeveloped parcel with potential expansion and space utilization with housing focus.
 - Parking pavement improvement.
 - Solar infrastructure/roof replacement.
- Meghan McFall, USU Business Development Center
 - Extend the term of the existing contract to staff Moab Small Business Development Center's full-time staff.
- Meghan McFall, Wildcat Microfund
 - Addition of part time staff to support the statewide expansion of the Wildcat Microfund and increase participation.
- Jade Powell, Revolving Loan Fund
 - Manage Grand County monies in a revolving loan fund for Grand County Business owners and entrepreneurs.

Projects Submitted via Initial Public Survey w/Follow up from EDD Staff and EDAB Board Members:

- Cari Caylor, Grand County School District- Career and Technical Education Student Career and Success Center
 - Facilities, staff, technology and food services etc. needed to fund the Student Career and Success Center with the mission of supporting High School completion and career acquisition for challenged students.
- Rob Walker, Moab Community Child Care
 - Capital Fund for 2 additional In-Home Childcare Centers.
- Linda Skogrand, Wabi Sabi Relocation
 - Contribution towards securing a future building.
- Shalee Bryant (presenting on behalf of Wabi Sabi), Creation of Non-Profit Community Foundation
 - Fund attorney to develop founding guidelines and bylaws for a new foundation/CO-OP to umbrella multiple non-profit organizations and provide shared IT, Human Resources, pooled benefits package, and funding efforts.
- Abigail Taylor, Seekhaven - Incentives/Direct Aid for Financial Literacy Participants
- Abigail Taylor, Seekhaven - Childcare Payments
- Abigail Taylor, Seekhaven -Expansion of Seekhaven's Campus

- Randy Martin, Redtail Air Salt Lake City Charter Air Service
 - Service 2 weekly round-trip flights from CNY to SLC for a minimum of one year with the support of Grand County.
- Mary McGann (presenting on behalf of Moab Arts Council), Moab Arts Council Arts Administrator
 - Fund new Art Administrator to coordinate and further develop Moab's art culture providing opportunities for tourism and business development.

D. Consideration of Future Agenda Items and Next Steps

02:06:10

Forrest and August reviewed the next steps for the proposal review process.

Commission Administration would like to see proposal recommendations from EDAB presented at the June 6th Commission Meeting. This timing will allow a final decision to be made and voted into contract during the June 20th meeting.

EDAB and August discuss holding a special meeting to act as a workshop to review all proposals and develop a recommendation to be presented at the June 6th Commission Meeting. The Board agrees to hold a special meeting on May 30th, time to be determined.

At 02:19:56, Forrest adjourned the meeting.



SPECIAL MEETING ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)

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

[Recording](#)

MINUTES May 30th, 2023 | 3:17pm

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

Members in Attendance Forrest Rodgers, Trisha Hedin, Chris Wilson, Shalee Bryant, Melisa Jeffers

Members in Attendance Remotely Karen Guzman-Newton, Meghan McFall, Huseyin Deniz, Elissa Martin

Members not in Attendance August Granath, Emily Campbell, Mary McGann, Jazmine Duncan, Kelly Thornton, Carly Castle, Huseyin Deniz

Also Present Ben Alter (Grand County Economic Development Specialist), Chris Baird (Grand County Strategic Development Director), Stephen Stocks (Grand County Attorney), Cari Caylor (CTE Director, Grand County School District), Randy Martin (Director of Business Operations, Redtail Air), Bill Winfield (Grand County Commissioner)

In Attendance Remotely Kate Jagla (Executive Director, Moab Free Health Clinic), Abigail Taylor (Executive Director, Seekhaven), Sky White (member of the community)

Welcome

00:01:20

Introductions

00:01:25

Conflicts of interest, disclosures, ex-parte communication

00:05:08 - None at this time

Citizens to -be- heard

00:05:10 - None at this time other than presentations on the agenda to follow

Presentations, if any

00:05:15 - None at this time

Discussion and Action Items:

A. Review of Economic Diversification Activity and Rural County Grant Definitions| Ben Alter
{“Economic Diversification Activity Definition in State Code 17-31-2 1(g)” included in Packet}
{“Rural County Grant 1-pager as published by Governor's Office of Economic Opportunity” included in Packet}

00:06:00

Ben reviewed the definition of Economic Diversification and presented a broad overview of the Rural County Grant and the projects it is designed to fund.

B. Discussion of Methodology For Prioritizing Proposals | Ben Alter

{“Proposal Evaluation Form” included in Packet}

011:15:00

Ben reviewed the proposal evaluation form and the process for tabulating results.

Group discussion included review of the state’s statutory definition of Economic Diversification. Stephen Stocks provided legal counsel on the definition and fielded questions from the Board. Public support for proposals was discussed. Only 117 surveys were submitted for consideration. It was made clear that non-voting Board member input is critical.

C. Consideration of the Recommendation of a Funding Proposal for Expenditures of TRT Funds for "Economic Diversification Activity" to the Grand County Commission

00:27:10

Discussion included: Detail and specifics on why the Board will make recommendations will be critical for the Commissioner’s consideration.

Revolving Loan Funds were discussed including interest rates, economic development application, funds available through different grant sources, industries that are fundable and those that are not.

Arts Coordinator impact on economic development beyond Moab Art Center activities was discussed.

Redtail Air was discussed as both a fundamental need for the county and too much for a private entity to consider.

Coworking space was discussed as a high value investment for the state. Moab Community Research Center agreed to commit to including co-working spaces as recommended by the Board if their project is chosen.

• Initial Scoring

{“Initial Scoring Results” included below}

5.30.23 - Diversification Proposal Initial Scoring - EDAB Special Meeting .XLSX

	A	B	C	D	E	F	G	H	I
1	Average Score								
2	Program Number	Diversification	Impact	Reach	Need	Value	Feasibility / Duration	Average	
3	1	5.4	3.	3.1	3.9	3.9	3.4	3.8	
4	2	8.4	4.7	3.1	3.3	4.1	3.9	4.6	
5	3	7.9	3.7	3.6	3.3	4.	3.7	4.4	
6	4	6.4	3.4	2.7	2.9	3.3	2.4	3.5	
7	5	4.6	4.3	3.4	4.9	4.3	3.9	4.2	
8	6	3.9	3.1	2.4	3.4	3.1	2.7	3.1	
9	7	1.7	2.8	2.3	3.1	3.3	2.5	2.6	
10	8	2.2	2.5	2.3	3.5	2.7	2.2	2.5	
11	9	2.9	3.1	2.3	4.3	4.	3.3	3.3	
12	10	2.3	3.1	2.1	3.4	3.6	2.3	2.8	
13	11	1.9	2.7	1.7	3.1	2.9	2.7	2.5	
14	12	5.1	2.6	2.3	3.3	2.4	2.6	3.	
15	13	4.9	2.6	2.9	2.4	2.7	2.3	3.	

• Deliberation and Prioritization

Discussion included:

USU SBDC Proposal - Current funding and details surrounding the new SBDC role that the county has agreed to fund for 3 years as well as the value of extending the salary commitment.

Revolving Loan Fund vs. Wildcat - What funding could be available from different sources, effective revolving loan funds totals, existing local revolving loan funds, additional options with microloan funds including Utah Microloan Funds.

Grand County School District- Career and Technical Education Student Career and Success Center - Education being a significant economic development initiative. Broadrange skills training including technical training is significant to career development in Moab. Capital improvement needs for the building to support this center. Concerns on the management of funds and under funding the project.

Community Resource Center - Consideration of funding this project with the next Rural County Grant application. Estimated costs of the south building repair and expansion to support the development of the proposed co-working space.

Redtail Air - Matching funds will support this project. STAR Project funding for Redtail air and how it was used was discussed. There were concerns that this is a private enterprise and that the number of locals using this service was low. Redtail Air proposed donating the portion of their matched \$95,000 for this project that is not realized as a loss toward the revolving loan fund yet to be determined. Board was split on this recommendation.

- **Development of a Funding Proposal**

Forrest recommends an additional \$100K for the USU SBDC staff role.

Board supported setting aside \$250K for a loan fund - organization TBD.

Board recommends funding the Grand County School District- Career and Technical Education Student Career and Success Center fully in the amount of \$221,500.

In the discussion there was considerable support for Redtail Air, but the board was split.

Chris made a motion that the Board recommends funding the Grand County School District- Career and Technical Education Student Career and Success Center fully in the amount of \$221,500, one additional year for the Senior Consultant salary and benefits for \$100K and allocating the remaining funds to supporting a revolving loan fund yet to be determined; Noting half the Board is in support of funding Redtail Air Charter Service for \$95,000 with the additional agreement that if Redtail Air does not lose their matching \$95,000 toward the service they will donate those funds to the revolving loan fund that is chosen.

Motion was tabled due to further discussion on Redtail Air.

Chirs makes a motion to support full funding for the Grand County School District- Career and Technical Education Student Career and Success Center in the amount of \$221,500, \$100K to the SBDC and the remaining funding to a revolving loan fund.

Melisa Seconds.

Shalee votes in favor.

Karen votes in opposition.

Consideration of Future Agenda Items

02:29:10

None at this time.

At 02:30:56, Shalee adjourned the meeting.

Grand County Economic Development Advisory Board

July 26, 2023

Rural County Grant (Part A) **2023** Financial & Activity Status

Program	Originally Allocated	Remaining Funds	Notes
Childcare Support	\$75,000	\$0	Paid out to Moab Community Childcare, April 2023
Workforce Housing Support	\$75,000	\$57,000	Paid \$18,000 to HASU for deed restriction software, January 2023
Grand Summit	\$25,000	\$16,735.22	Net cost of Summit was \$8,264.78 due to ticket and sponsor revenue
AmeriCorps VISTA	\$25,000	\$21,500	Moab Free Health Clinic paid \$4,500 to host an AmeriCorps VISTA service member

Final report due September 1st!

Rural County Grant (Part A) **2023** Remaining Funds

Workforce Housing Support - \$57,000

- Impact fee offset program for affordable housing
 - Assistance with GWSSA, Moab City, other related fees
- Revolving loan fund for affordable housing
 - Immense challenge; possibility of administration by SEUALG

Grand Summit - \$16,735.22

- Re-allocate to other or new line item(s)?
- More business/network programming in 2023?

AmeriCorps VISTA - \$21,500

- Set aside for housing, meal, “essentials” support (additional stipend)

Final report due September 1st!

Rural County Grant (Part A) **2024**

- **Application Period: September 1 - October 1 (as of last year)**
- **Maximum award of \$200,000**
- **Maximum life span of 1 year**

What should go into the upcoming application??

Rural Communities Opportunity Grant **Overview**

(formerly the Rural County Grant Part B)

- **Application Period: October 17 - November 18 (as of last year)**
- **Maximum award of \$600,000**
- **Maximum life span of ~2 years**

Grand County FY 2022 award: \$300,000 for predevelopment costs for housing units at HASU's "Skyline Arch" development at Arroyo Crossing

What won big in FY 2023? Coworking spaces in rural Utah communities

Who won what in FY 2023? 12 communities won for a total of \$3.95M; total applications requests amounted to nearly \$12M

Read more about FY 2023's winners [here](#)

Rural Communities Opportunity Grant **2024**

(formerly the Rural County Grant Part B)

What should go into the upcoming application??