



REGULAR MEETING ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)

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

[Recording](#)

MINUTES January 31, 2024 | 3:00pm

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

Members in Attendance: Forrest Rodgers, Shalee Bryant, Michael Black, Melisa Jeffers, Chris Wilson, Dave Sakrison, Mary McGann, Ashley Korenblat, Ben Fredregill (Grand County Economic Development)

Members in Attendance Remotely: Elissa Martin, Jazmine Duncan, Camille Otto (South Eastern Regional Development Association)

Members not in Attendance: Emily Campbell, Kelly Thornton, Justin Bergeman

Also Present: Sky White (Grand County Economic Development)

Welcome

00:04:06

Introductions

00:05:30

Conflicts of interest, disclosures, ex-parte communication

00:05:35 - None at this time

Citizens to -be- heard

00:05:40 - None at this time

Presentations, if any

00:05:43 - None at this time

Discussion and Action Items:

A. Approval of 10/25/23, 11/29/23 and 12/13/23 Meeting Minutes -Sky White

{Draft Meeting Minutes included in meeting prep materials}

00:06:00

Chris Wilson makes a motion to approve the 10/25/23, 11/29/23 and 12/13/23 EDAB Regular Meeting Minutes

Shalee Bryant seconds.

No Discussion.

All in favor, motion passes unanimously.

B. Grand County Strategic Planning Updates - Trail To Tomorrow- *Ben Fredregill*

00:07:00

Discussion included:

- 100 Years of Film Celebration at the Capital - The department along with fellow Commissioners met with legislators to push for the extension of the UT Film Incentive.
- Moab hosted a visit from the French delegation to witness the signing of a Best Practices MOU. Both parties look forward to working alongside one another to share best practices in developing/implementing strategies for sustainable tourism to balance adverse effects on both region's natural resources.
- Trail to Tomorrow's second round of Discussion Roundtables and first round of Community Forums were hosted in January. All details are posted to the Trail to Tomorrow website on Grand County Connects. Thanks to Sky White for managing this process in the absence of our Vista. Better Destinations will be returning for their final Community Forums at the end of May.
- Visitor Assessment Survey and Business Sentiment Studies are in the works. There was discussion on the content of the Business Sentiment Survey questions. Sky will connect Jeremy Sage with members of the EDAB interested in learning more about what questions will be covered to share feedback and concerns.
- EDD is seeking data that includes San Juan County as well as Grand County to fully analyze the big picture and economy.
- Better Destinations will report to the Commission at the May 21st Commission Meeting.
- Sky will share Discussion Group Roundtable recordings with EDAB for reference and review.
- Community Forums attendance was disappointing. This followed a very dynamic Commission Meeting discussing the Kane Creek development plans and Science Moab's Science on Tap event. Chamber notes they have issues with attendance at their sponsored events as well.
- Discussion Roundtables were very valuable.
- Limitations in flight options into and out of Moab is a notable Red flag that came out of Discussion Roundtable meetings. The recent change to air service will have a notable impact on tourism and the local economy.

C. City of Moab - Rural Communities Opportunity Grant Update - *Michael Black*

00:28:00

Discussion included:

- The City of Moab received \$600,000 from the 2024 Rural Community Opportunities Grant. It will go toward amenities associated with the Downtown Disbursed Parking plan.

- Project will be starting within a week. Construction is planned to last 8 months total with landscaping.
- Thanks to the EDAB for its letter of support.
- Parking meters, handicapped and van accessible parking spots were discussed.

D. Nominations - 2024 EDAB Chair And Vice Chair Roles

00:32:35

Shalee Bryant makes a motion to nominate Forrest Rodgers to serve as the Chair for 2024.

Melisa Jeffers seconds the motion.

No Discussion.

All in favor, motion passes unanimously.

Shalee Bryant makes a motion to nominate Melisa Jeffers to serve as the Vice Chair for 2024.

Chris Wilson seconds the motion.

No Discussion.

All in favor, motion passes unanimously.

Discussion included:

- Shalee continuing as Secretary for 2024. She agrees.

E. Bylaws Review

{Current Bylaws and Resolution included in agenda packet}

00:35:10

Discussion included:

- Forrest identified the items in the current Bylaws and Commission Resolution that he propose be discussed for revision.
- Commission Resolution review included revisions of:
 - Purpose statement
- Bylaw review included revisions/additions of:
 - Grant strategy and collaborations.
 - Membership roles, contributions to the Board, and effective operation. Number of voting members vs. ex officios to establish effective quorums.
 - Addition of non-profit representation to the Board.
 - Workforce representation vs. USU representation - candidate options.
 - Training, education and seminar opportunities to strengthen shoulder seasons and establish new revenue streams: Search and Rescue, Hospitality, Culinary, etc.
 - Logistical coordination of agenda planning and contribution by the existing Board.
 - Elimination of sections that are procedural vs. bylaw-related.
 - Draft with edits will be shared with Stephen Stocks for review.

F. Reschedule - November And December 2024 Meeting Dates

{Board applications included in agenda packet}

02:02:30

Discussion included:

- Moving meetings up one week to avoid holidays.

Shalee Bryant makes a motion to reschedule the 2024 November and December Regular Board meetings to November 20th and December 18 at a different location than the County Chambers due to scheduling conflicts.

Dave Sakrison seconds the motion.

No Discussion.

All in favor, motion passes unanimously.

Consideration of Future Agenda Items

Discussion included:

- City of Moab, Strategic Planning Updates

At 02:04:30, Forrest adjourned the meeting.