



REGULAR MEETING ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)

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

[Recording](#)

MINUTES March 27th, 2024 | 3:00pm

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

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

Members in Attendance Remotely: Elissa Martin, Justin Bergeman

Members not in Attendance: Kelly Thornton, Shalee Bryant, Michael Black

Also Present: Sky White (Grand County Economic Development), Melissa Stocks (Grand County Economic Development), Colette Cox (Governor's Office of Economic Opportunity), Johanna Blanco (MACLT), Katie Murphy (Grand County Planning & Zoning), Stephen Stocks (Grand County Counsel)

Welcome

00:18:15

Introductions

00:18:30

Conflicts of interest, disclosures, ex-parte communication

00:21:00 - None at this time

Citizens to -be- heard

00:21:20 - None at this time

Presentations, if any

00:21:30 - None at this time

Discussion and Action Items:

A. Approval of 02/28/24 Meeting Minutes -Sky White

{Draft Meeting Minutes included in meeting prep materials}

00:23:00



**Ashley Korenblat makes a motion to approve the 02/28/2024 EDAB Regular Meeting Minutes
Melisa seconds.**

No Discussion.

All in favor, motion passes unanimously.

B. Grand County Economic Development Department Updates - Ben Fredregill

00:23:45

Discussion included:

- Robert Riberia retirement announcement and service acknowledgment.
- ITB report: Attending is valuable. Next year, consideration should be given to organize a stronger coalition of attendance from Moab. The landscape is very competitive.
- Working on connecting with Outside to understand their market and opportunities to align. Outside Festival June 1-2, 2024.
- Kate Finley is supporting the team in more of a data analytics role.
- We have been working on understanding the impacts of the limited plane service change as of February. This change has also affected ground transportation and increased the cost of shuttle service and options.
- 37% of our population works in the Tourism industry.
- Sales leakage and cost of living in Moab and Grand County.

Discussion included:

- ITB attendees included tour operators, reps, and tourism/travel buyers and tour operators.
- Visitor survey and understanding the tour operator scene post covid.
- Outside Festival. Will it become a regional event vs. a 1 and done show?
- Data sources to explore: Kem Gardner and Headwater Economics.

C. USU Cooperate Agreement Discussion - Forrest Rodgers + Ben Fredregill + Justin Bergeman

00:52:15

Discussion included:

- The business resource consultant position was intended to be associated with SBDC and USU.
- The job description has been discussed to explore if it is worded to be the most effective.
- It has been proposed that the business resource consultant would report to Roger Koyle in Price USU. We want to be sure the role has the support that is needed to make it the most successful.
- USU, Forrest, and Ben have discussed some proposed changes by USU.

- The existing cooperative agreement is funded at \$400K. USU will provide the office space. The position has been open since October 2023. \$365K is still available to use for this agreement.
- The recommendation of 30 hours a week instead of 40 hours a week will extend the length of time that this role would be funded.
- This new role will represent USU on EDAB.
- The contract and addendum will need to be updated before the role can be posted and filled out.

D. EDAB/EOAB Bylaws Review - Forrest Rodgers

{Documents included in posted agenda packet}

01:12:00

Discussion included:

- Revisions include streamlining EDAB bylaw wording and incorporating new language related to the legislative changes.
- Notable changes included:
 - County resolution changes.
 - Economic Opportunity Advisory Board.
 - Article 2 - multiple small changes.
 - Article 3 - Removed non-voting member from planning commission; workforce role suggested by EOAB and approved by Commission.
 - Limited terms to 2.
 - Article 5 - Quorum changes to include voting board membership vs. total board membership. Eliminated section 3.
 - Section 5 - Stephen Stocks discussed membership and removal of members. 3 /4 majority is listed as needed to remove a chair.
 - Section 6 - multiple small changes.

Ashley Korenblat makes a motion to change the proposed edits to the EDAB Bylaws to reflect a 2 /3 majority vote required to remove the Chair.

Melisa seconds.

No Discussion.

All in favor, motion passes unanimously.



E. City of Moab - Audit Walk Updates

01:26:00

Discussion included:

- Topic is held until Michael Black can be in attendance.

F. Tourism vs. Travelers Discussion - Ashley Korenblat

01:26:30

Discussion included:

- Topic is held for next meeting, at which Ashley will present a larger deck.

G. EDAB Application Received - Forrest Rodgers

01:26:30

Discussion included:

- Delaying the consideration of the application until the bylaw revisions are finalized.
- The board agreed to hold until the bylaws are updated. Forrest will contact the applicant to share the status.

H. Governor's Office of Economic Opportunity Updates - Colette Cox

01:29:

Discussion included:

- Ryan Starks, Director of GOEO, will visit Moab this summer. GOEO welcomes input and suggestions for presentations during his tour to capture the current status of the economy of Grand County, including the previous year's RCG and RCOG projects.
- Rural County Grant opportunities are coming up for 2025.

Consideration of Future Agenda Items

Discussion included:

- Future planning of the calendar of topics to be discussed in 2024.

At 01:35:30, Forrest adjourned the meeting.