



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 29th, 2024 | 3:00pm

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

Members in Attendance: Forrest Rodgers, Shalee Bryant, Melisa Jeffers, Chris Wilson, Mary McGann, Ben Fredregill (Grand County Economic Development), Ashley Korenblat, Cassie Oliver (Moab Chamber of Commerce)

Members in Attendance Remotely: Elissa Martin, Michael Black, Roger Koyle (Small Business Development Center - USU), David Sakrison

Members not in Attendance: Kelly Thornton, Jazmine Duncan

Also Present: Sky White (Grand County Economic Development), Katie Murphy (Grand County Planning and Zoning), Melissa Stocks (Grand County Economic Development), Colette Cox (Governor's Office of Economic Opportunity)

Welcome

00:06:30

Introductions

00:06:45

Conflicts of interest, disclosures, ex-parte communication

00:08:10- None at this time

Citizens to -be- heard

00:08:15 - None at this time

Presentations, if any

00:08:30 - None at this time

Discussion and Action Items:

A. EDAB Updates -Forrest Rodgers

00:08:50



Updates and Discussion included:

- Grand County Student Career and Success Center 2024 Recap - 9 graduates out of a class of 30. 8 out of 9 have applied for secondary education. All will likely get the Last Dollar Grant and the Bell Grants.
- BEACON has reached out to EDAB to discuss opportunities for future funding and support.
- EDAB might consider inviting representatives from all educational institutions and support organizations to join us for a discussion as to how we can support the K-12 educational system as a whole into the future.

A. Economic Development Department Updates -Ben Fredregill

00:14:20

Discussion included:

- Trail to Tomorrow Strategic Planning
 - Better Destination gave a presentation to the Commission with their progress
 - Ideation meeting with Steering Committee
 - 2 Open Forums scheduled, no community attendance despite newspaper ads, flyers and radio announcements. Strategic Planning fatigue in Grand County.
 - Visitation and Business studies have been completed
- Traveled to ICB. 11 Markets in attendance.
- Love Communications visited EDD in Moab for a few days to strategize market opportunities.
- EDD is working with SERDA on a sales leakage study.
- EDD has been 1 person down since Robert Riberia has retired. Melissa has taken on the role of defining the FAM model and organizing the sale lead requests through Discover Moab. The 2025 Cooperative Marketing Grant has been of great focus for the team. An RFP will go out for the Discover Moab redesign and hosting services. Job posting is up for an Assistant Director Tourism Marketing role. Coordination with GCATT, management of CRUX video series, and an upcoming Mark Finley videoshoot focused on highlighting Moab's restaurant and foodie scene, and coordination of contracted Love Communications deliverables has been Sky's primary focus over the last few weeks. We have started a partnership with National Geographer UK and have kicked off meetings last week.
- Representative from Senator Lee's office visit was a highlight. Thanks to the Chamber for coordinating.

B. Revision of EDAB Resolution and Bylaws - Forrest Rodgers

00:37:40

{Documents included in posted agenda packet}

Discussion included:

- Presented Bylaws have been reviewed and changes have been suggested from the Commission Administration and Grand County Attorney.
- Changes that have been suggested and included in the current deck since the Board has last reviewed these documents include:
 - Removal of the Secretary role
 - Term limit was increased to 4 years
 - Format has been changed to reflect all other county board bylaws.

Shalee makes a motion to approve the Revision of the EDAB Resolution and Bylaws as presented.

Melisa seconds.

Discussion included the items above.

All in favor, motion passes unanimously.

C. 2025 Rural Community Grant (RCG) Discussion

{Documents included in posted agenda packet}

00:42:30, 01:27:00, 01:42:00

Discussion included:

- Definition of the grant project requirements per Colette Cox.
- Parameters for getting the word out to the County at large about the RCG opportunity.
- Custom Fit program and match requirements.
- Process considerations for reviewing and supporting the grant application and opportunities.
- Board member process and capacity for supporting community opportunities on a greater level to get projects through the application process for consideration.
- Evaluation process and consideration of projects that are in need of GAP funding.
- Thompson Springs water infrastructure support, Moab Community Childcare, and Grand Summit funding as potential projects for consideration for the application.
- Commissary Kitchen in Grand County as a future RCG project. Ashley and Chris to take the lead on fleshing out the concept.



D. USU and SBDC Role Updates - Forrest Rodgers

01:08:00

Discussion included:

- USU has provided a budget to be reviewed to by Grand County EDD and EDAB for the current remaining funds of the support of the SBDC role.
- A revised job description for the recruitment of a replacement for this role will be provided and shared with the Board for discussion at next month's meeting

E. Chamber Updates - Shalee Bryant

01:09:00

Discussion included:

- Business trainings have been going well. Support with getting the word out about the upcoming trainings would be helpful.
- Next training will focus on social media and marketing at the Element. Lunch will be provided.
- Luncheon on June 18th will be a meet and greet with the Governor's candidates.
- Attended the Washington DC Chamber Conference.
- House Act discussion and how to access potential BLM land for affordable workforce housing.
- Rural Outdoor Investment Act discussion.
- Grand Summit Updates, including Powerhouse Events as event planning consultants, agenda, speakers, etc.

E. Review and approval of 3/27/24 and 4/24/24 Regular Meeting Minutes - Sky White

{Documents included in posted agenda packet}

01:39:00

Shalee makes a motion to approve the 3/27/24 and 4/24/24 Regular Meeting Minutes as presented.

Melisa seconds.

No discussion on the Meeting Minutes. Discussion continued on RCG projects as listed above.

All in favor, the motion passes unanimously.



F. GOEO Updates - Colette Cox

01:55:00

Discussion included:

- GOEO has ended its contract with EDC Utah - effective July 1, 2024.
- Colette Cox has been promoted to the position of Outreach Manager Manager for the State.
- Hiring the Outreach Manager for Southeastern Utah is underway.

Consideration of Future Agenda Items

Discussion included:

- RCG Applications.
- USU and SBDC Role
- Olympics planning and bringing the torch through Arches.

At 02:01:00, Forrest adjourned the meeting.