



GRAND COUNTY COMMISSION SPECIAL MEETING

Grand County Commission Chambers
Hybrid virtual participation on Zoom
Moab, Utah

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MINUTES 21 August 2024

The Grand County Commission met in a special meeting on August 21st, 2024. The meeting was held in-person in the Grand County Commission Chambers, with hybrid virtual participation available via Zoom. It was also broadcast and saved on YouTube. Attending the meeting in person were Commission Vice Chair Kevin Walker and Commissioners Bill Winfield, Mary McGann, Evan Clapper, Trisha Hedin, Mike McCurdy. Also attending in person was acting Commission Administrator Quinn Hall, Clerk/Auditor Gabriel Woytek. County Attorney Stephen Stocks was in attendance virtually. Chair Jacques Hadler was absent.

Vice Chair Walker called the meeting to order at 10:34 a.m.

Presentation – "Trail to Tomorrow"

Representatives from Better Destinations gave a presentation regarding the 5-year strategic plan for Sustainable Tourism, Economic Diversification, and Asset-Based Community Economic Development in Grand County that it was contracted to prepare.

The presentation, included in the agenda packet, touched on the following topics, followed by a presentation on visitation models:

- Purpose of the plan
- Overview of planning process
- Top Findings
- Vision and Mission derived from the planning process
- Details regarding '3 pathways to success' for fulfilling the derived mission
- 6 'key ideas' that emerged from the planning process
 - o Generate more housing
 - o Support tourism adjacent entrepreneurship
 - o Establish leadership as a Search and Rescue Training ground
 - o Foster a vibrant creative economy
 - o Attract visitors likely to generate positive impacts
 - o Defuse conflict and optimize enjoyment of key natural resources

Discussion

Clarification was given on the data tools used for analyzing and driving visitation, including the cost and ownership related to these tools and their ability to be updated and adapted over time.

Discussion regarding the importance of identifying creative solutions such as the Search and Rescue Leadership concept, wedding destination, and Arts-based tourism, and the effectiveness of combining culture and adventure.

Commissioner McCurdy commented that the availability of housing unlocks many possibilities and forms the crux of any solution. Commissioner McGann added that the County needs to identify and potentially hire staff to lead these efforts because volunteer boards, however valuable, will not have the desired effectiveness and immediate and active implementation.

Next steps were discussed, including the need to complete feasibility studies for the key topics proposed. Workshop to be scheduled between Commission and Economic Development Department to discuss an action plan.

Vice Chair Walker adjourned the meeting at 11:58 a.m.



Jacques Hadler
Chair, Grand County Commission



Gabriel Woytek
Grand County Clerk/Auditor