# REGULAR MEETING
# ECONOMIC OPPORTUNITY ADVISORY BOARD (EOAB)

Held at Grand County, Utah Commission Chambers
125 E Center Street
Moab, Utah 84532
10/30/24 Economic Opportunity Advisory Board

## MINUTES
**October 30, 2024 | 3:00pm**
****Time stamps (HH:MM:SS) correspond to the video****

**Members in Attendance:** Forrest Rodgers, Chris Wilson, Cassie Oliver, Debra McKee, Randy Martin, Mary McGann, Ben Fredregill

**Members in Attendance Remotely:** Zac Whitwell, Jazmine Duncan, Melisa Jeffers

**Non-members in Attendance:** Ben Alter (staff), Ali Harford (staff), Cassie Oliver (Moab Chamber)

**Non-members in Attendance: Remotely:** Murice Miller

**Welcome**
00:00:35
**Introductions**
00:01:00
**Conflicts of interest, disclosures, ex-parte communication**
00:08:10
  a. Jazmine noted that she is friends with the director of the Beacon Afterschool program.
**Citizens to -be- heard**
00:08:45, none at this time
**Presentations, if any**
00:08:45, none at this time

**Discussion and Action Items:**

**I. Approval Of Meeting Minutes From July 31, 2024, August 13, 2024, And September 25, 2024 (00:08:50)**
  a. Chris motioned to approve the minutes. Randy seconded the motion. No discussion. Passed unanimously.

**II. Recap Of Rural County Grant Discussion With The Governor's Office Of Economic Opportunity (00:10:35)**
  a. Ben F. introduced the discussion.

**At 00:11:45, Ashley joined the meeting in person.**

b. Ben F. reported the Governor's Office of Economic Opportunity (GOEO) stated concerns regarding continuous funding of Moab Community Childcare (MCC). He explained that MCC has been funded by a "phased approach" and is on its way to financial sustainability. He also discussed the Moab Chamber's portion of the recent Rural County Grant proposal. Debra provided further details on the discussion. Ben F. also discussed the required membership of the board. Debra reiterated the need for a "full board" to pursue GOEO grants.
c. Forrest, Alishia, and Mary discussed the goals of the board and noted that proposals from MCC and the chamber aligned with major economic development needs.
d. Ben A. and Zac clarified the board's bylaws and how they differ from state code regarding Community Economic Opportunity codes. Melisa expressed excitement that Zac could provide insights as to how GOEO funds and Department of Workforce Services (DWS) programs are administered throughout the state. Forrest asked Ben A. to circulate the most recent Rural County Grant application to board members.

**III. Review Of Trail To Tomorrow Strategic Plan (00:27:45)**

a. Ben A. discussed his work to identify key community partners that will support the Trail to Tomorrow Strategic Plan's identified workforce pipeline needs. He discussed recent meetings with the directors of the High School's Career and Technical Education program, Grand Area Mentoring and the Beacon Afterschool program. Ben A. discussed programs administered by these partners that are already meeting the needs of local workforce development, especially for at-risk students. He also discussed local high schoolers' perceptions of housing affordability in Moab and their predominant desire to remain in the area.
b. Forrest invited Murice to discuss the Beacon program. Murice described the benefit Beacon provides for working parents as well as enrolled students. A Beacon student who joined Murice voiced his appreciation for the Beacon program. Jazmine reiterated the important "gap" Beacon fills for working parents in Moab, and that the program is free. She also discussed their challenging financial structure, which Murice elaborated on.
c. Zac provided information on his co-worker Jerry Pruitt's work with Grand County youth, which focuses on paid internship and on-the-job (OJT) training programs.
d. Ashley suggested the board create a subcommittee with the chamber to better-support student success programs. She also advocated for the board to create "action steps" in response to the Trail to Tomorrow plan. Melisa voiced her support for Ashley's plan and for coordinating youth program providers in Grand County to determine an action plan. Forrest voiced support for a "working session" that focuses on supporting Grand County's workforce pipeline.
e. Ben F. encouraged the group to also consider previous funding asks from community partners, especially when they align with strategic plan initiatives. Cassie noted that the school district's new leader is eager to see test scores improve. Ben encouraged the board to plan ahead for future grant rounds using the strategic plan so that when

partners experience disruptions the board is not challenged to identify new funding initiatives.

f. After a brief break, Forrest invited conversation on the Trail to Tomorrow plan. Ben F. discussed Utah State University's (USU) recent Basecamp program in which visitation-focused agencies and land managers discussed best practices and findings.
g. Ashley advocated for breaking the board's efforts into "bite-sized pieces," noting that visitation marketing and workforce development represent two different projects. She and Ben F. discussed different projects to consider.
h. Chris suggested the board not assume the county commission has implicitly approved the Trail to Tomorrow plan, adding that the board should be tasked with bringing that plan to their attention and identifying their priorities. He also advocated for revising the general plan's economy section in line with the Trail to Tomorrow plan. The board discussed counterproductive tourism economy rhetoric and creating an action plan aligned with the Trail to Tomorrow plan.
i. Ben A. voiced his hope that the strategic plan would be approved within a determined process alongside the general plan, and noted that an action plan would give staff better direction on how to execute the strategic plan. He also cautioned the board's involvement in tourism promotion strategy, noting that it is just one section of the plan and already is under the focus of many, more relevant stakeholders.
j. Melisa noted her agreement with both Chris and Ben A. and suggested how the board could become a leader in identifying important economic development projects for the county commission and community.
k. Mary and Ashley discussed next steps, with Mary voicing concerns over an unclear process forward. Chris, Mary and Ashley discussed the process of bringing forward the strategic plan and general plan.
l. Cassie advocated that the board work with the Moab Area Travel Council Advisory Board to identify shared goals in the process. Ali and Ashley discussed the marketing efforts highlighted in the strategic plan.
m. Forrest suggested the board schedule a work session and Ben suggested that the session could benefit from a facilitator. The board discussed the merits of a working session and decided on a date. Ben A. and Mary asked for clarification on the scope and goal of the working session. Chris explained that the goal was to move forward a draft of the economic section of the general plan for commission approval, in line with the strategic plan. The board discussed the meeting time, location, and the decision to public notice the workshop to allow full board participation.

**Consideration of future agenda items (01:41:55)**

a. Forrest suggested the board discuss its December meeting during its regular November meeting. He suggested the board review staff's proposed revisions to the bylaws during its November meeting, too.
b. Ben F. noted that some board members had discussed meeting to discuss a "community incubator" and textile programs, adding that he did not want to let that topic become forgotten. Chris advocated for approaching it in the new year following work on the strategic plan, noting the two items' connectedness.

c. The board briefly discussed a recent New York Times article about Moab that was receiving positive attention globally.
d. Ben A. asked for clarification regarding future meeting dates. He also proposed revising the bylaws primarily online to save time at future meetings.
e. Ben A. asked if Debra could connect the board with the Governor's Unified Economic Plan team to assess potential strategy alignment and associated funding. Debra said she would talk to Colette to create this connection.

At 01:50:15, Forrest adjourned the meeting.