REGULAR MEETING
ECONOMIC OPPORTUNITY ADVISORY BOARD (EOAB)

Held at Grand County Commission Chambers
125 E Center St
Moab, Utah 84532
11/20/24 Economic Opportunity Advisory Board

MINUTES
November 20, 2024 | 3:00pm
****Time stamps (HH:MM:SS) correspond to the video****

Members in Attendance: Alexi Lamm, Chris Wilson, Melisa Jeffers, Ashley Korenblat, Ben Fredregill, Forrest Rodgers, Alishia Oliver, Quinn Hall

Members in Attendance Remotely: Jazmine Duncan, Randy Martin, Dave Sakrison

Non-members in Attendance: Ben Alter, Bega Metzner

Non-members in Attendance Remotely: Deborah McKee

Welcome
00:03:15
Introductions
00:03:20
Conflicts of interest, disclosures, ex-parte communication
00:05:30, none at this time
Citizens to -be- heard
00:05:30, none at this time
Presentations, If Any
00:05:45, none at this time
Discussion and Action Items:

Approval Of October 30, 2024, Meeting Minutes (00:05:50)

a. Chris motioned to approve the minutes, Ashley seconded, no discussion, passed unanimously.

Review And Possible Approval Of Changes To Board Bylaws

a. Forrest invited Ben A. to present this item's background. Ben A. discussed the principle changes proposed in the redlined bylaws document included in the agenda packet.
b. Chris asked for confirmation that the proposed changes were requested by the Governor's Office of Economic Opportunity (GOEO). Forrest provided additional context on the makeup and history of the EOAB.
c. Ashley asked a clarifying question on the "workforce development representative" role. Ben A. and Deborah discussed different qualifications that fit this role, based on previous

discussions between the GOEO and the Economic Development Department (EDD). Alishia asked a further clarifying question.

d. Ashley moved to approve the revised bylaws for final consideration by the Grand County Commission. Forrest seconded the motion. During discussion, Ben F. asked Deborah to confirm that the proposed revisions, if approved by the county commission, would bring the board into compliance and allow the EDD to begin processing its Rural County Grant (RCG) award. Deborah confirmed this. Alishia clarified that this process would include attorney review as well. Jazmine asked for clarification on the term limits for the board's required roles, which are not clarified in state code. Ben A. and Jazmine discussed this. Forrest called for a vote. Motion passed unanimously.

Discussion: Trail To Tomorrow Action Plan & Approval Process (00:26:20)

a. Forrest introduced the item and invited Melisa to lead with her presentation. Melisa provided context on how the presentation and accompanying were created. During her presentation, Melisa challenged the board to consider if Grand County's role within its visitation economy was simply to "[stimulate] tourism" or instead "facilitate public lands use." Ashley commented that she liked the latter notion, as well as the phrase "visitor management," adding that gateway destinations that excel in visitor management balance the benefits of a visitation economy with the quality of life afforded to residents. Ben F. noted that similar topics had been discussed at the recent USU Moab Basecamp series, adding that Moab needed to ensure it was fully-monetizing its visitor model so as not to lose visitor stays as experienced in similar gateway destinations

b. Chris asked for clarification on how this presentation fit into the overall goal of amending the general plan. Ashley and Melisa discussed the importance of arriving at a consensus of language, assets, and goals. Forrest and Melisa agreed on the need to clarify Grand County's role in "tourism." Forrest suggested that presentation language, "Facilitating public land use & visitation drives Grand County's economy, generating substantial revenue and employment by providing goods and services to millions of visitors, underscoring the county's deep reliance on visitor-enabled resources," correctly "reframes what we mean when we talk about tourism."

c. Melisa discussed the Trail to Tomorrow Strategic Plan's (TTT) findings, quantified in taxable sales, share of services, and employment concentration. Her discussion of indirect economic impacts and induced economic impacts elaborated on the effects of Grand County's visitation economy on the businesses and services available regionally. Ben F. suggested that induced economic costs be included in the latter descriptor, discussing the visitation economy mitigation costs that residents undertake, such as waste and water management costs. Ashley agreed that these costs needed to be taken into consideration when creating a non-politicized framework with which to approach the board's processes. Melisa asked if there were ways to definitively measure the mitigation costs paid by county residents.

d. Ashley suggested that Melisa's framework be amended to include a fourth economic asset: public lands. Ashley and Melisa discussed the merits and pitfalls of considering "public lands" a Grand County infrastructural asset. Alexi commented on the importance of maintaining public lands and their accessibility to ensure continued visitor interest.

Melisa discussed how these suggestions could inform language surrounding the framework. Alexi suggested that assets could include "public lands" and that language could indicate the control that the county does or does not exercise over a given asset.

e. Melisa introduced the "Strategy" slide. Ashley made comments on the four focus areas.

At 01:07:20, Dave Sakrison joined the meeting remotely.

f. At Melisa's request, Ben A. presented the "Grand County Economic Opportunity Project Outline" document. Chris asked if Melisa was proposing the EOAB forgo use of the TTT's framework. Melisa confirmed that this was her proposal, and she and Ashley elaborated on the merits of pursuing a different framework. Chris raised concerns over completely overhauling the process laid out in the TTT, noting that it had been workshopped with many community groups and contracted expertise and that the plan had some buy-in as a result. Ben F. voiced support for approaching the TTT framework with a critical lens, noting that the EDD had never been asked for their thoughts regarding the plan and that the commission had not provided any mandate to pursue the plan's recommendations. Reviewing Melisa's proposed "Top Three Economic Assets," Ben F. discussed the county's failure to completely monetize its visitor model, explaining that Grand County's outsized representation of the proposed three economic assets are tempered by the county's failure to adequately support student success and other underperforming community indicators.

g. Chris acknowledged the merit of the process the board was undertaking, adding that if it should inform general plan language, then the board should embark on that writing process.

h. Melisa explained that her process of designating economic assets and focus areas was driven by board member input, the TTT, and Grand County's immense challenge of "resident perception." She continued that this challenge was due to a lack of resident consensus on what the "situation analysis" should be in Grand County. Ashley and Chris discussed the importance of this process, with Chris emphasizing the importance of presenting clear language to the commission of the board's consensus and related action plan.

i. Forrest asked for comments from remote attendees. Jazmine voiced support for Chris' suggestion that the TTT framework not be totally abandoned, adding that the board's duty is "not to come up with all of the answers but to send direction" to the county government. Dave questioned the City of Moab's involvement in the process, suggesting more should be done to involve them. The body discussed its engagement of the city previously and forthcoming. Randy voiced his appreciation for Melisa's work.

Upcoming GOEO Visit: December 18, 2024 (01:38:50)

a. Forrest introduced the discussion item and discussed the basic itinerary. Ben F. elaborated on the GOEO's "24 in 24" visit to Grand County.

At 01:44:10, Forrest returned to the "Trail To Tomorrow Action Plan & Approval Process" discussion item.

a. Forrest discussed the board’s progress and advocated for determining certain deliverables to move the process forward. Chris suggested that the board focus on two deliverables. Chris first discussed the need to translate Melisa’s presentation and the following discussion into language that could be included in the economic development section of the general plan. Ben F. discussed the need to create goals with baselines, citing the student test scores and success indicators reported in the TTT as an example of possible baselines to be measured against. Ashley advocated generally for the process, suggesting that the board’s goal be to show the county commission how the TTT and the resulting EOAB discussions can be made actionable.
b. Chris asked for the process to be clarified, questioning how the EOAB would “socialize” and create consensus around its planning language. He asked what means the EOAB could use, other than the revision to the general plan, to forward its goals and tactics to achieve those goals. In response, Melisa suggested the board carefully review the framework and tactics suggested in the TTT, determine where those tactics fit within a project timeline, and prioritize them accordingly, with additions and modifications made based on the board’s reformulation of the framework proposed in the TTT. Alexi shared the successes her office had achieved with approaching action planning in a similar fashion.
c. Forrest asked the EOAB on how it would like to proceed with its deliverables and meeting schedule. Chris volunteered to begin drafting general plan language so that the board could begin 2025 with proposed language to work from. The board agreed with Chris’ suggestion to begin drafting general plan language and set dates to monitor progress. Ben F. and Alexi discussed the process of garnering feedback from the City of Moab.

Consideration Of Future Agenda Items (02:05:00)

a. Ben A. noted that Chris and Melisa’s board roles were due to expire and provided direction on how to apply for a second board term.

At 02:05:30, Forrest adjourned the meeting.