REGULAR MEETING
ECONOMIC OPPORTUNITY ADVISORY BOARD (EOAB)

Held at Grand County Commission Chambers
125 E Center St
Moab, Utah 84532

12/18/24 Economic Opportunity Advisory Board

MINUTES

December 18, 2024 | 3:00pm

****Time stamps (HH:MM:SS) correspond to the video****

Members in Attendance: Forrest Rodgers, Mary McGann, Ben Fredregill, Randy Martin, Chris Wilson, Melisa Jeffers

Members in Attendance Remotely: Jazmine Duncan, Kristian Olsen, Cory Shurtleff

Non-members in Attendance: Ben Alter, Ali Harford

Non-members in Attendance Remotely: Debra McKee

Welcome
00:00:30
Introductions
00:00:55, Assistant Marketing Director Ali Harford
Conflicts of interest, disclosures, ex-parte communication
00:03:45, none at this time
Citizens to -be- heard
00:03:50, none at this time
Presentations, If Any
00:04:00, none at this time
Discussion and Action Items:

Interview Applicants For The Following Board Vacancies: One (1) Member Of The Public Who Lives In The County & One (1) Private Sector Representative (00:04:05)

a. Forrest asked Economic Development Department (EDD) staff to share an update on the board's revision of its bylaws. Ben F. and Ben A. discussed the changes that the county commission had passed, bringing the board into compliance with state code and opening the workforce development board position to recruitment.
b. Forrest determined to revisit the item later in the agenda once the interview questions were prepared.

Discussion Of Ongoing Board Efforts To Address The General Plan

- **Update On The General Plan Economic Development Section Drafting Process (00:07:00)**

a. Forrest introduced the topic and discussed previous efforts and related documents within the board's agenda packet. Chris further discussed the process undertaken and informed the board on when it could expect to begin reviewing a draft revision of the economic development section of the county's general plan. Ben A. discussed the EDD's need to review the first draft, noting that it would be circulated to the entire board shortly after. Chris ensured the board that this would be an open process.

- **Review Of Previous Board Discussions And 11/20 Presentation By Melisa Jeffers (00:10:20)**

a. Forrest invited Melisa and the board to discuss her past presentation and how it and the general plan economic development section draft would work together. Chris explained his goal to combine the two documents as much as possible and discussed his process. Ben A. provides context on how these discussions were started with a focus on making the Trail to Tomorrow Strategic Plan "actionable." He elaborated on how these processes would inform future planning, including for grant opportunities. At Forrest's request, he presented the "Recommended Process for Trail to Tomorrow Strategic Plan Prioritization & Adoption" first reviewed during the board's November 2024 workshop.
b. Ashley discussed the importance of infusing a final plan with strong principles, noting that action plans would be easily derived from this framework. She added that this framework allows other boards and community members to contribute in relevant sections. Chris discussed the need to clarify what body would be responsible for the board's resulting action plan, noting that the board may be an appropriate entity to propose an action plan to the county. He also advocated that the board, in line with this process, set out a plan for the year, in part so that it is not caught off guard when it is time to apply for grant funds from the state. Ashley proposed delaying the creation of action plans as outlined in the prioritization and adoption document. Ben A. voiced support for Ashley's proposal and suggested the board review during its January meeting when it would like to begin considering applications to grant programs as well as how the board would collect applications. The group briefly discussed the county's eligibility for the Rural Communities Opportunity Grant in 2025.
c. Forrest summarized the group's discussions, concluding that the board's January meeting would be an opportunity for the group as a whole to discuss the general plan economic development section draft. Melisa discussed the value in the board determining "a set of facts" with which to inform the general plan writing process. The board discussed the general plan drafting process and resolved to hold a dedicated workshop in mid-January. The board also discussed Debra McKee's offer to present on other counties' use of Rural County Grant funds.

Update On The Revision Of The Board's Bylaws And Related Membership And Composition Changes (00:42:50)

a. Ben A. reiterated the changes resulting from the revision of the board's bylaws. The board briefly discussed these changes. Forrest noted that the board had made sufficient consideration for future agenda items during the previous conversation.

Update On USU's Small Business Development Center (SBDC) Position In Grand County (00:45:35)

a. Forrest invited Kristian to speak on this topic. Kristian noted that the SBDC job is currently posted and has received 8 applications. Kristian discussed the proposed timeline to bring someone into that role and listed the members of the selection committee. Melisa and Forrest raised the possibility of an EOAB member sitting on the selection committee, which Kristian welcomed. He invited the EOAB to nominate their member to the committee shortly after the new year and noted that he was optimistic in filling the position in the new year based on the quality of the applicants.

Ben A. circulated the “GOEO Handout 12.18.24” document as the board took a brief break before resuming with interviews.

Interview Applicants For The Following Board Vacancies: One (1) Member Of The Public Who Lives In The County & One (1) Private Sector Representative (00:56:30)

a. Randy and Ashley began to interview the two candidates in attendance:
   i. Chris Wilson (00:56:50)
   ii. Melisa Jeffers (01:06:45)
b. The board discussed the interviews conducted, the process going forward, and advantageous skills that applicants offered the board.

Consideration Of Future Agenda Items (01:17:45)

a. Forrest reiterated that the board had discussed future items during its “Discussion Of Ongoing Board Efforts To Address The General Plan.”

At 01:18:15, Forrest adjourned the meeting.