



GRAND COUNTY COMMISSION WORKSHOP AND REGULAR MEETING

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

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MINUTES 4 February 2025

The Grand County Commission met in a regular meeting on February 4th, 2025. The meeting was held in-person in the Grand County Commission Chambers, with hybrid virtual participation also available via Zoom. It was also broadcast and saved on YouTube. Attending the meeting in-person were Commission Chair Bill Winfield, Commission Vice-Chair Melodie McCandless, and Commissioners Jacques Hadler, Mary McGann, Trisha Hedin, Mike McCurdy and Brian Martinez. Also attending in-person were Commission Administrator Mark Tyner, Associate Commission Administrator Quinn Hall, County Attorney Stephen Stocks and Clerk/Auditor Gabriel Woytek.

3:00 p.m. Workshop: Conditional Use Permit Training

Jordan Cullimore, Lead Attorney/Director of the State Office of the Property Rights Ombudsman, offered an overview training to the Commission regarding Conditional Use Permit processing. Cullimore gave an overview of the role of the Ombudsman's Office, Legislative vs. Administrative decision-making, considerations when making legislative decisions, considerations when making administrative decisions, examples of standards that may address potential detrimental effects, supporting conditions with substantial evidence in the record, and circumstances surrounding the denial of a conditional use permit.

4:01 p.m. Board of Equalization (see separate agenda)

4:17 p.m. Chair Winfield called to order the Regular Meeting

Pledge of Allegiance

Citizens to Be Heard

Department Reports (none scheduled)

Presentations (none scheduled)

Commission Member Disclosures

Commissioner Martinez disclosed that he has a contract providing services related to Familiarization activity proposed in Action Item 6, and will recuse himself from voting on the item

Commissioner McCurdy disclosed that his wife works at the Grand County Sheriff's Office.

General Commission Reports and Future Considerations

Jacques Hadler

- Thompson Springs Special Service District meeting
- Legislative subcommittee meeting with lobbyist regarding state legislation of interest
- C-PACE discussion
- Motorized Trail Committee meeting, motorized trail master plan

Trisha Hedin

- UAC legislative session meeting
- Planning Commission meeting, Tony Mancuso elected chair, Mary Hofhine elected Vice-Chair
- Housing subcommittee meeting
- Offered prepared statement as follows:
"I have grave concerns regarding some state, but predominately federal legislature and executive actions that seek to:

- Jeopardize the jurisdiction of our public lands
- Jeopardize the integrity of our public lands - a major drive of our economy
- Threaten our land management agencies and their employees
- Threaten immigrants of our community, the backbone of our hospitality industry
- Endanger our essential air service - a driver of our tourism economy and lastly
- Medal with placing tariffs on our trade partners - placing undue burdens on the average American and thus threatening our livelihood

I encourage each and every one of us who seeks a strong economy and quality of life here in Grand County to wade through the misinformation that we are confronted with and stand up to our representatives to stop these hard actions and legislation."

Bill Winfield

- Discussion and tracking regarding a variety of bills related to topics such as prepared foods and medical cannabis
- Meeting with Tracy Tabbitt regarding CJC funding

Brian Martinez

- Attended UAC legislative session monitoring calls, a number of bills of note were discussed
- Motorized Trail Committee scout on Fins 'n' Things trail
- Volunteered at the Moab Free Health Clinic Vision clinic, 140 received free vision clinic
- Economic Development subcommittee meeting, recommendation forwarded to account for economic development expenses in fund separate from Fund 23, scope of rebranding efforts to be examined and discussed amongst all stakeholders, consideration of renaming of current Economic Development Department (example: Moab Area Office of Tourism)
- Noxious weed board meeting, recommendations made regarding updating of bylaws
- Housing subcommittee meeting, priorities and goals discussed
- Bill tracking for automatic renewal of optional sales tax rather than returning to ballot for voter consideration
- Meeting with Utah Senator Winterton regarding potential fuel tax, meeting with Monson and Hinkins regarding disaster response funding bill

Mary McGann

- Economic Development subcommittee meeting
- Quarterly Steering Committee for UMTRA site

Mike McCurdy

- No reports at this time

Melodie McCandless

- Mill Creek Flooding Mitigation meeting
- UAC Policy Steering committees
- Attended legislative subcommittees
- Attended Mental Health and Public Health Board meeting
- Economic Opportunity Advisory Board meeting
- Chamber of Commerce meeting

Elected Official Reports

Sheriff Jamison Wiggins

- Review of 2024 stats: 30,413 calls through dispatch, 7,438 calls to 911, 10,491 calls responded to by deputies, 3,257 traffic stops, 299 arrests, 997 papers served, 139 SAR calls
- Body cam, speed enforcement grants awarded from state, ICAC grant awarded from attorney general's office, pretrial services deputy hired
- New and improved Jail communication system installed

County Attorney Stephen Stocks

- Felony jury trial concluded; defendant convicted on all counts
- C-PACE meeting to understand workload associated with County facilitation, potential project may move forward
- Note on bylaws
- CJC hosted open house event
- SAR liability training

General Business - Action Items, Discussion and Consideration of:

1. 2025 Quarter 3 High Impact Special Event Intent to Apply Submissions (Special Events Coordinator Jenibeth Jones)

Presentation

Oliver introduced new Special Events Coordinator and Deputy Clerk/Auditor Jenibeth Jones. The following event Intent to Apply (ITA) submissions were received by the deadline for Quarter 3 and deemed high impact. As per the Special Event Ordinance, high impact ITAs are reviewed by the County Commission at a quarterly meeting, which is based on the proposed event dates. Applicants may request Commission review at a quarterly meeting sooner than the designated review date. The Commission may choose to postpone issuing a decision until the proposed event's assigned quarterly review. No events deemed "high impact" have been submitted for July or August.

Proposed 2025 Quarter 3 Events:

Skinny Tire Fall Festival

Cycling event planned for 9/20/25 – 9/22/25, 350 Total Daily Attendance

John Wayne Grit Series

Running/Walking event planned for 9/27/25, Total Daily Attendance 500

Motion by Commissioner McGann to approve the following ITA submissions for 2025 Quarter 3 High Impact events: Skinny Tire Fall Festival and John Wayne Grit Series

Motion seconded by Commissioner McCurdy

Discussion

Discussion regarding previous consideration of applying legacy event status, and developing a process for determining legacy event status, to avoid longstanding events from becoming unexpectedly displaced. Commissioner McCurdy requested that post-event reports be made readily available by request.

Motion passes 7-0

2. Resolution Approving the Final Plat for Lance Ave Planned Unit Development (PUD) (Planning and Zoning Director Amy Weiser)

Presentation

Weiser gave an overview of the approval process to date, with staff report and agreements included in the agenda packet.

Motion by Commissioner McGann to approve the Final Plat for the Lance Avenue PUD to be recorded with the Subdivision Improvements Agreement and all its Exhibits.

Motion seconded by Commissioner Martinez

Discussion (none at this time)

Motion passes 7-0

Item 3 postponed, without objection

4. Rural County Grant FY25 Revised Scope (EOAB Chair Forrest Rodgers, EAOB member Chris Wilson)

Presentation

At its regular meeting on August 20th, 2024, the Grand County Commission approved the Economic Development Department's (EDD) application to the Rural County Grant program. This program, offered annually by the Governor's Office of Economic Opportunity (GOEO), awards \$200,000 for rural counties to expend on their economic development needs. Specifically, GOEO highlights infrastructure, workforce development, and business recruitment as common, eligible uses of these funds. Grand County's two proposed partners in this year's grant round - the Moab Area Chamber of Commerce and Moab Community Childcare - both submitted proposals that align with Grand County's economic development needs and the program's eligible uses.

In early December, the EDD reached out to the GOEO in an effort to reevaluate the approved grant proposal due to the chamber's loss of a dedicated executive director. Throughout conversations with the GOEO and

the Commission Administration team, the EDD ascertained other eligible uses for the now-available chamber grant dollars (\$63,500). These allowable uses were proposed to the Grand County Economic Opportunity Advisory Board (EOAB) during its special meeting on January 28th, 2025, convened solely to evaluate funding options for this grant. During this meeting, the EOAB unanimously resolved to forward a recommendation to the Grand County Commission that the remaining \$63,500 be appended to the Moab Community Childcare grant award for a total award of \$200,000.

The EDD and the EOAB recognize the immense challenges that unaffordable and unavailable childcare place on working parents and childhood development and are excited to support this grant; however, the EDD and the EOAB are also in agreement that Moab Community Childcare, following this award, will no longer be eligible for Rural County Grant awards. The EOAB is working energetically to assemble a suite of proposals for the fiscal year 2026 Rural County Grant round, ensuring that it continues to support Grand County's economic development needs.

Attorney Stocks asked if the board considered opening up the remainder of funding to an open application process. Rodgers explained that the funding cycle was to conclude in June, and an organization representing a proven commodity with demonstrated service delivery was recommended at this time. Moab Chamber of Commerce and Moab Community Childcare were the only applicants for the initial funding consideration.

Motion by Commissioner Hadler to approve the revised scope for Grand County's Fiscal Year 2025 Rural County Grant and subsequent grant award for Moab Community Childcare for \$200,000.

Motion Seconded by Commissioner Hedin

Discussion

Commissioner Hedin stated that her Adult Education students benefit greatly from the services of Moab Community Childcare. Chair Winfield offered advice in regards to recruitment of qualifying local businesses that could benefit from this funding. Commissioner McCurdy stressed that achievements reached as a result of this funding should be more publicly celebrated. Commissioner McGann stated that Moab Community Childcare will continue to face challenges in offering support for very financially disadvantaged community members and definitely is worthy of continued support, and should not be excluded for consideration in the future.

Motion passes 7-0

5. Email marketing platform for Economic Development Department (Alison Harford, Economic Development)

Presentation

Harford explained that the Economic Development Department does not currently have a newsletter that is sent to potential visitors, and the County is missing an opportunity to capture this audience that actively wants information about Moab: in the span of just a week and a half, between January 16 and January 28, the Travel Guide form on DiscoverMoab.com collected 220 email addresses from people across the country who are planning their trips to Moab and asking for more information on how to do so.

Harford explained that the Economic Development department hasn't had the capacity for email marketing. But now, we do—our asst. marketing directors are eager to communicate with this audience and others. The benefits of Mailchimp as an email marketing platform over others are numerous: staff is familiar with the platform, Mailchimp offers powerful automation and audience targeting through its "customer journeys," and offers competitive pricing. The standard plan offers five users per account, five audiences, up to 200

automated customer journey points, and advanced audience behavior targeting. With a budget of \$285/month, 20,000 contacts and 240,000 monthly emails can be sent. Why 20,000 contacts? Expectation to collect up to 12,000 email addresses from potential visitors per year (220 contacts per week x 52 weeks per year = 11,440). Email marketing platform to be used to communicate with local businesses about opportunities and news coming from ED department (currently 413 email addresses from local businesses and visitor-facing organizations) and with international tour operators (356 email addresses), for a total of 12,769 email addresses. Mailchimp's pricing plans are divided by contact amount: the contact amounts are 500; 1,500; 2,500; 5,000; 10,000; 15,000; 20,000; 25,000; 30,000; then up by increments of 10 until hitting 75,000 and 100,000. Confidence that audience can be grown to the 20,000 tier. Currently only collecting visitor emails through the Travel Guide form on our website. By adding more buttons promoting a regular newsletter, more people will sign up—in addition to growing the audience of international tour operators by attending conferences such as ITB Berlin (the world's largest International Tourism Exchange conference) in March. Easy to scale the plan contact amounts up.

Weekly newsletters to be sent to our visitor audience, twice monthly emails to local businesses, and twice monthly emails to international tour operators. Emails to visitor and international tour operators will highlight Moab events, deals, and news; emails to local businesses will showcase familiarization (FAM) tour opportunities and relevant economic data.

Motion by Commissioner McGann to approve the purchase of a Mailchimp subscription for the Grand County Economic Development Department at the cost of \$285/month (\$3,420 for one year), pending approval by the Grand County IT Department, confirmation that the County would not have duplication of contracted services, and recommendation by the Travel Council Advisory Board.

Motion Seconded by Commissioner Martinez

Discussion (none at this time)

Motion passes 7-0

6. Consideration of Familiarization tours in partnership with the Utah Office of Tourism (Alison Harford, Economic Development)

Presentation

Harford explained that for the past quarter, the Economic Development office has been unable to participate in the Utah Office of Tourism's familiarization trips due to our limited staff capacity. However, with a full staff in our department, we are eager to partner with the state to bring high value FAM trips to our corner of Utah.

Harford explained that a FAM tour is an educational trip aimed at teaching travel industry professionals—travel journalists, photographers, influencers, tour companies, and international travel agents—about Grand County. With our budget approved, we have the ability to really drive the itineraries for these trips: to book accommodations, to host participants for meals, to pay for guided activities, to recommend places to go. Without a budget for these trips, we have little say in the itineraries of these trips, instead leaving lodging and activities up to the Utah Office of Tourism to book in accordance with their own budget capabilities.

Trip example: In March, the Utah Office of Tourism (UOT) is organizing a retreat for GoPro staff and influencers to film videos and create content in Moab. No matter our participation, we will have access to these videos, which is fantastic—a week's worth of activity content can be used for years across our social media channels and website. This trip is being organized by Arianna Rees, UOT's marketing and communications specialist, and Ben Manglesdorf, a global content and tour specialist with UOT. Arianna created most of the itinerary, but asked if our office could support the group's lodging for three nights, meals

for two nights, and two guided activities—climbing and mountain biking—on one of the days.

The group needs a total of 11 rooms (four people are sharing). We anticipate a cost of \$3,300 for hotel accommodations for this group (\$99 per nightx11x3=\$3,267). We also want to adequately pay our talented local guides for their services guiding climbing and mountain biking, and anticipate that with discounts, these activities will cost \$1,500.

But not every FAM is that big of a group! Here's another example—in February, the UOT is organizing a trip for a Belgian travel journalist working on a story for National Geographic about national parks and dark skies. For that trip, we were able to organize a comped room and comped guided tour, but we still would like to pay for an astronomy tour and a dinner with the journalist (likely \$300 together). Think about it this way: that's \$300 for a story discussing Moab in National Geographic, and a connection with a well-known and influential travel journalist. See the attached email about this trip: these are what emails from UOT about FAM trips look like.

We receive these emails about new FAM tours from the UOT very often. We'd like to be a more active participant: we've already missed the opportunity to participate in FAM tours for the director of a Spanish gastronomy magazine and a group of influencers working with JourneyLabel, a luxury tour operator for the Indian market because our budget had yet to be approved

Martinez asked for this action to be passed through the Travel Council Advisory Board for itinerary recommendations. Commissioner McCurdy asked whether more could be spent for this type of collaborative effort with the State.

Motion by Commissioner McCandless to approve the budget line item for Familiarization at the amount of \$12,000 per year.

Motion Seconded by Commissioner Hedin

Discussion

Chair Winfield inquired regarding the whereabouts of the Economic Development Director. Harford explained that this was a concerted effort for her to build experience alone presenting before the Commission.

Motion passes 6-0, Martinez abstaining

7. Visa Destination Insights (VDI) Contract with Grand County (Ben Alter, Economic Development)

Presentation

Visa Destination Insights (VDI) is the market leader in providing comprehensive spend data on credit card users and is considered an industry-standard data set across destination management organizations. The data, which provides insights on spender origin and spend categories, can be reviewed on the Economic Development Department's public dashboard. During 2024, Grand County's subscription to VDI lapsed and was not renewed, and so data is currently only available through September 2024; however, following renewal of this data service, VDI will backfill Grand County's missing data so that the gap does not persist.

The Utah Office of Tourism has long offered a match for counties who make use of VDI services, up to \$5,000 to offset half the price of services. With this continued support, Grand County will only pay \$4,600 for the \$9,200 service, with the Utah Office of Tourism covering the other half. In order to maintain this match program, the Utah Office of Tourism and VDI has its partners renew their contracts on the state's fiscal year.

Because of this timeline, commissioners can expect to see this contract come before them again in the summer of 2025 for services during 2025-2026.

Motion by Commissioner McGann to approve the data services contract with Visa Destination Insights (VDI) for 2024-2025.

Motion seconded by Commissioner Hedin

Discussion

Commissioner McCurdy asked if the cost of this service was comparable to previous years. Commissioner Martinez inquired regarding the contracted services and the associated data that has been made available to the public. Economic Development Director Ben Fredregill entered the meeting and spoke to all the efforts that have garnered appropriate approval being considered at tonight's meeting.

Motion passes 7-0

6pm Citizens to be Heard (none at this time)

Chair Winfield brought forth Item 3

3. Request for Proposal (RFP) for LiDAR Acquisition using Utah Local Disaster Recovery Restricted Account (LDRRA) funding from State (Cora Phillips, Emergency Management Director)

Presentation

Phillips explained that the current RiskMap project and mapping of Grand County reflects LiDAR flown before the major flood event in 2022. The recent events spanning from August 2022 to August 2024 have had major impacts on the creek corridor. The acquisition of LiDAR will provide the information necessary to assess for changes in risk and drive immediate and long-term decision-making to make our community more resilient to disaster.

This LiDAR acquisition will enhance many other projects within Grand County and the City of Moab. Funding details are included in the commitment letter from the Utah Division of Emergency Management. Grand County intends to use in-kind contributions to meet the 25% match.

Chair Winfield stated that he sees a huge value in this effort to keep the data updated as it relates to mitigation of damage from flooding events.

Motion by Commissioner Martinez to approve request for proposals for LiDAR Acquisition and posting on public notice sites.

Motion seconded by Commissioner McGann

Discussion (none at this time)

Motion passes 7-0

8. Ordinance to Repeal and Replace section 8.16 (Special Events) of the General Ordinances (Commissioner McCurdy)

Presentation

Commissioner McCurdy offered a brief recap of the process for creating the currently considered draft ordinance, which included a workshop at the previous Commission meeting.

The Special Event Chapter in the Grand County General Ordinances has undergone several changes in recent years. As the community's needs continue to evolve, along with departmental and staff changes in the County, the commission aimed to create a more streamlined approval process for Low Impact Events.

After discussions during a County Workshop on January 21, 2025, and considering public input, the proposed changes have been incorporated into the Chapter. These modifications involved some compromises, and the final document reflects a collaborative effort by the commission. Key changes include an increase in the thresholds associated with the Low Impact Tier and the dissolution of the Special Event Advisory Committee.

Motion by Commissioner Hadler to approve the Ordinance to repeal and replace Chapter 8.16 (Special Events) of the Grand County General Ordinances

Seconded by Commissioner McCandless

Discussion (none at this time)

Motion passes 6-0, Hedin absent

9. Volunteer Appointment to the Grand County Economic Opportunity Advisory Board (EOAB) (Commissioner McCandless)

Presentation

The Grand County Economic Opportunity Advisory Board (EOAB) met in an open meeting on December 18th, 2024, January 28th, 2025 and January 29th, 2025, reviewed all applications submitted and interviewed all qualified applicants for four approaching vacancies. The Board voted to forward the recommendation of applicants Chris Wilson, Melisa Jeffers, Aaron Lindberg, and Jennifer Sadoff to the County Commission for appointment, with terms expiring December 31, 2028. In signing the application prospective Board Members agree to abide a Conflict of Interest Ordinance No. 593 (2019)

Motion by Commissioner Hadler to appoint Chris Wilson, Melisa Jeffers, Aaron Lindberg, and Jennifer Sadoff to the Grand County Economic Opportunity Advisory Board, with terms expiring December 31, 2028 and Aaron Lindberg, with term expiring December 31, 2027.

Seconded by Commissioner Hedin

Substitute motion by Commissioner Martinez to appoint Chris Wilson and Brittany Melton (Private Sector Representatives) and Melisa Jeffers (Public Sector Representative) with terms expiring December 31, 2028, and Aaron Lindberg (Private Sector Representative), with term expiring December 31, 2027, and move Ashley Korenblatt from Private Sector Representative to Workforce Services Representative.

Substitute motion seconded by Commissioner McCurdy

Discussion

Hedin asked Martinez for his rationale in defying the board's recommendation. Hadler stated that there wasn't a major employer on the board and that Melton was a small business owner, which was already represented. Chair Winfield agreed that there was a political tone to the proposed substitute motion. Commissioner McCurdy stated that it was political not to welcome diversity on boards. Attorney Stocks gave an overview of the statutorily required board composition. Commissioner Martinez stated that he consulted with Sadoff before taking this action, spoke to the importance of a representative from the insurance industry on the board, and suggested that interviews may have been conducted inappropriately. Chair Winfield stated that the Commission should take great care in characterizing community members as controversial. Economic Development Director Ben Fredregill reinforced the idea that the Board bylaws had been recently changed in order to gain compliance and this board was not aware of any ongoing issues with the State as it relates to compliance or performance. EOAB Board member Forrest Rogers spoke into the record that his board followed open interview processes correctly, that he stands by the recommendation made by the board, and will accept and adjust to the current nomination decisions made by the Commission.

Substitute motion passes 4-3, McGann, Hadler, and Hedin opposed

10. Designation of Zoning Administrator (Associate Administrator Hall)

Presentation

Attorney Stocks stated that after lengthy discussion about the best options moving forward in filling this critical role, Stenta stated that he was willing to serve at the Commission's pleasure.

Motion by Commissioner Hedin to designate County Engineer Dan Stenta as the Zoning Administrator pro-tem, effective February 7th.

Seconded by Commissioner McCurdy

Discussion

Martinez stated that the County should pursue a contract planner to assist with the Planning and Zoning Department workload. Administration confirmed that current draft RFP for engineering services to include contract planning.

Motion passes 7-0

11. Consent Agenda

- A. Approval of Meeting Minutes** (none included for consideration)
- B. Ratification of Payment of Bills**
- C. First Amendment to the Independent Contractor Agreements with Rick's Glass, And Kevin Bowden Construction for The Replacement of The Lobby Doors at The Old Spanish Trail Arena**
- D. Ratification of the Single Event Local Consent for Moab Run the Rocks**
- E. Local Consent for A Hotel Liquor License - Springhill Suites by Marriot**
- F. Volunteer Appointments to The Library Board**

Motion by Commissioner McCandless to approve the Consent Agenda, as read by the chair, with Item A excluded.

Motion seconded by Commissioner McCurdy

Motion passes 7-0

Discussion Item

Discussion on House Bill 267

Commissioner Hedin highlighted the importance of Grand's stated opposition to the proposed bill, in light of community concern that she has received regarding potential negative impacts to local public education. Chair Winfield stated that as it stands, the teacher unions will take a neutral stance after the first substitute.

Purchasing Policy

Martinez stated that the purchasing policy should include requirements to utilize local vendors whenever possible. Discussion ensued regarding potential strategies for implementing such a policy in a streamlined manner.

Closed Session

At 7:10 p.m., Motion by Commissioner Hadler to enter closed session for the purposes of discussing the purchase, exchange, lease, or sale of real property.

Motion seconded by Commissioner Martinez

Motion to enter Closed Session passes 7-0

At 8:25 p.m., Motion by Commissioner McCurdy to exit closed session.

Motion seconded by Commissioner Hadler

Motion to exit closed session passes 7-0

Chair Winfield adjourned the meeting at 8:27 p.m.

Bill Winfield

Bill Winfield
Chair, Grand County Commission

Gabriel Woytek

Gabriel Woytek
Grand County Clerk/Auditor

Audit trail

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- Gabriel Woytek (gwoytek@grandcountyutah.net)
- Bill Winfield (bwinfield@grandcountyutah.net)

2025/03/06
23:16:39 UTC



SIGNED

Signed by Gabriel Woytek (gwoytek@grandcountyutah.net)

2025/03/06
23:40:34 UTC



SIGNED

Signed by Bill Winfield (bwinfield@grandcountyutah.net)

2025/03/07
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This document has been signed by all signers and is **complete**

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