



**JOINT SPECIAL WORKSHOP
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
ECONOMIC DIVERSIFICATION ADVISORY COUNCIL (EDAC)**

Held at the Moab Arts and Recreation Center (MARC)

111 E 100 N

Moab, Utah 84532

[Zoom Meeting Recording](#)

MINUTES

February 8th, 2022 10:00am

****Time stamps correspond to the video****

Members in Attendance August Granath, Laici Shumway, Brad Bertoch

Members in Attendance Remotely Gabriel Woytek, Rob Walker, Emily Campbell, Carly Castle, Brandon Bartosh, John Guenther

Members not in Attendance Jazmine Duncan, Liana Etchberger, Kelly Thornton

Also Present Bega Metzner (Moab to Monument Valley Film Commission), Ben Alter (Grand County Economic Development (GCED)), Stuart Clason (Utah Association of Counties Regional Growth Team (UACRGT)), Patrick Mullen (UACRGT), Jade Powell (South East Utah Association of Local Governments (SEUALC))

Welcome

Conflicts of Interest, disclosures, ex-parte communication (none at this time)

Citizens to be heard (none at this time)

Introductions

Presentation

Carol Cohen, Rural Community Assistance Corporation (RCAC)

00:05:17

Carol gave a brief overview of RCAC and its role in the community. August followed up by explaining the proposed role of RCAC in a grant-funded partnership with GCED.

Discussion and Action Items

Review and discussion of Canyonlands Business Summit

00:09:30

August opened the floor to discussion of the Canyonlands Business Summit. Rob mentioned that the event was larger than previous years as well as having more young people. Rob appreciated the new format adopted by the presentations to make them more interactive. Rob liked the extra “mingling time”, but would have appreciated more audience Q&A and fewer

pre-submitted questions. The consensus was that the event was good, but that a stronger government presence would have been appreciated. August mentioned that future events may have a recording element to be used for post-consumption as well as an opportunity for follow-up. Rob stated he would also like to see some one-on-one meetings and smaller, more focused discussions.

Review and discussion of proposed strategy to develop an “Economic Development Master Plan”

00:15:11

August opened by stating that the current goal is to add more structure to the decision making bodies. He submitted a proposal to address the strategy involved.

{Attached “DRAFT PROPOSAL”}

00:19:51

August asked for comments. There was discussion on the role of the private sector in this proposal. August mentioned that the Grand County Economic Development Executive Board (EDEB) would be responsible for determining the direction of the GCED. Laici asked for clarification on the roles of the EDEB, to which August explained that the board would be focusing on coordination and organization. There was discussion regarding the nomenclature of the EDEB. August clarified that the intention of the organization is to focus specifically on the planning process with a start date and end date. Emily asked if the structures/roles of the GCED governing bodies (e.g., EDAB, EDAC, TCAB) would be changed as a result of the EDEB, to which August stated that that was the goal.

00:28:13

August stated that he would bring this proposal for review to the Moab Area Travel Council Advisory Board (TCAB), and from there to the County Administration. Emily asked for further clarification about the objectives of the EDEB, specifically if the outcome is having a precise set of goals and objectives. August confirmed this.

Review and discussion of 2022 priorities

00:31:49

August began discussion of the Economic Development funding priorities.

{Attached “Prioritization of 2022 ED Projects”}

{Attached “Economic Development Programs and Resources”}

00:37:54

August opened the floor to comments. Brad stated he would like a timeline as well as updates of the status of the priorities and that he was interested in engaging in the business aspects. Patrick suggested adding a regional lens to the Rural County Grants. Stuart stated that tourism is a vital aspect of rural communities across UT, while diversification is unique to the community. Rob offered an update on the status of the Moab Community Childcare and suggested offering incentives to home daycare providers and subsidizing the cost of child care for some families. Laici mentioned that some parents have trouble finding a daycare provider

because their child(ren) needs more specific care and suggested providing funds for individualized childcare, e.g. nannies, babysitters. Rob stated he supports an increase in funding for childcare.

00:47:26

August proposed that the EDAB and the EDAC meet jointly until the EDEB gives its recommendations. Laici asked if the EDAB is governed by state regulations. August responded that the EDAB was created to specifically support the Rural County Grant program (RCG) including compliance and further clarified the roles of the EDAB, EDAC, and GCED. Brad proposed that the EDAB focus solely on the RCG. August concurred. August asked for more comments and suggested a few changes to promote more involvement of the committee members. Rob, Brad, and Carol offered additional suggestions. The result of this discussion was the decision to commit to regular meeting schedules and separating the meetings of the EDAB and the EDAC in order to maintain specific focus.

00:54:12

Emily asked for clarification on the priorities of the GCED. August clarified. Emily stated that she would like to see achievement-based goals related to the priorities. August concurred. Brad clarified the distinction between activity-based metrics and result-based metrics and added that the goals of the committees needed to be measured thusly. John asked about the status of the dashboard to measure trends and data and if the GCED priorities are tied in with the County Commission's Strategic Plan. August replied that he was more focused on the process at this time. Carly touched on the funding for The Master Plan in response to John's concern that the County budget did not provide funding for this project. August verified the funding. John submitted an example of modeling to help develop a strategic plan. August reiterated the main goals of the current meeting and asked for comments. Laici suggested that the EDAB and the EDAC take a more active role. August stated that he plans to reassess the membership and structure of the boards to help achieve that goal. Brad offered his support of this initiative.

01:13:41

August, Carol, Laici, and Brad discussed the upcoming hiring of the Small Business Development Center (SBDC) Director. Details discussed included the hiring process and the partnership between USU and GCED/Grand County. Laici introduced a discussion on the Diversification Grant.

****Technical Error from 01:19:42 to 01:21:41****

Carol continued with a discussion on the proposed role of the RCAC in the proposed partnership with GCED. August asked for comments. There were none.



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Remote attendance option available on Zoom:

See below for instructions to give public comment

Zoom Meeting Info

<https://us02web.zoom.us/j/89815394356?pwd=MlorMWZLWIZiZ1BMSzV1MzBXOFgydz09>

Call-in: 669-900-6833

Meeting ID: 898 1539 4356

Passcode: 384971

AGENDA

February 8th, 2022

10:00 am

- **Welcome**
- **Conflicts of Interest, disclosures, ex-parte communication**
- **Citizens to -be- heard**
- **Introductions**
- **Presentations, if any**
 - **Ze Min Xiao, Economic Development Corporation of Utah (EDCUtah)**
 - Overview of EDCUtah
 - EDCUtah's newly-formed Center for Economic Opportunity and Belonging
 - **Carol Cohen, Rural Community Assistance Corporation (RCAC)**
 - Overview of RCAC
 - Grant-funded partnership with Grand County Economic Development

Discussion and Action Items:

- Review and discussion of Canyonlands Business Summit
- Review and discussion of proposed strategy to develop an “Economic Development Master Plan”
- Review and discussion of 2022 priorities

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Individuals with speech and/or hearing impairments may also call the Relay Utah by dialing 711. Spanish Relay Utah: 1 (888) 346-3162 It is hereby the policy of Grand County that elected and appointed representatives, staff and members of Grand County Council may participate in meetings through electronic means. Any form of telecommunication may be used, as long as it allows for real time interaction in the way of discussions, questions and answers, and voting.

At the Grand County Council meetings/hearings any citizen, property owner, or public official may be heard on any agenda subject. The number of persons heard and the time allowed for each individual may be limited at the sole discretion of the Chair. On matters set for public hearings there is a three-minute time limit per person to allow maximum public participation. Upon being recognized by the Chair, please advance to the microphone, state your full name and address, whom you represent, and the subject matter. No person shall interrupt legislative proceedings. Page 2 of 2 Requests for inclusion on an agenda and supporting documentation must be received by 5:00 pm on the Wednesday prior to a regular Council Meeting and forty-eight (48) hours prior to any Special Council Meeting. Information relative to these meetings/hearings may be obtained at the Grand County Council's Office, 125 East Center Street, Moab, Utah; (435) 259-1346.

DRAFT PROPOSAL

Grand County Economic Development Executive Board

- Local Leadership
 - Grand County Economic Development Director
 - August Granath
 - Moab Chamber of Commerce Director
 - Laici Shumway
 - EDAC/EDAB Chair
 - No Current Chair
 - TCAB Chair
 - Jenny Gleason
 - Commission Representatives
 - Mary McGann (TCAB)
 - Gabriel Woytek (EDAC/EDAB)
 - Kevin (Tourism Policy Focus?)
 - Grand County Strategic Development Director
 - Chris Baird
- Regional Planning Coordination
 - SEUALG
 - Jade Powell
 - UAC Regional Growth Team
 - Patrick Mullen and Stuart Clason

Goals for 2022

- Establish the Economic Development Executive Board which will be a combination of a focused group of staff, local and regional stakeholders to:
 - Help guide the nascent Economic Development department as it plans and executes the priorities set up in the 2022 budget in conjunction with EDAB/EDAC/TCAB boards.
 - Support the development of the 2023 budget request
 - Due September 2022
 - Determine the scope of a Master Plan
 - Currently to include
 - Interview relevant stakeholders and perform community engagement
 - Establish goals, long range measurable objectives for the department and set benchmarks
 - Set the stage for accountability and clear evaluation
 - Establish best practices for internal data tracking and evaluation to support reporting of department activities.
 - Create a publicly available 24/7 dashboard so that all parties can transparently evaluate achievement of goals.

- Assist in the identification and selection of contracted subject matter experts to support the development of a Master Plan and execution of 2022 priorities as needed
 - Currently to include
 - Planning Lead/Project Manager/Facilitator
 - \$15k
 - Tourism Consultant
 - \$25k
 - EDO/Diversification Consultant
 - \$25k
 - DEI Consultant
 - \$15k budgeted from RCG

Prioritization of 2022 ED Projects

- Start the Planning Process
 - **DRAFT PROPOSAL - Grand County Economic Development Executive Bo...**
- Securing SBDC Staff for Grand County
 - Meeting with Meghan McFall, Justin Bergement, Lianna Etchberger, and Myself
- Getting Boards Up to Snuff
 - **Getting Boards Up to Snuff**
- Diversification Grant Design | Approval | Launch
 - **Local Organization Expansion Grant Overview**
- Identifying a clear pathway for partnership with RCAC
 - Currently \$30,000 set aside for an “entrepreneurship” program
 - Maybe there is a way to dovetail the ROCE program with the ED planning process
- Rural County Grant Re-Prioritization
 - Emphasizing Day Care + Housing Support
 - Taskforce for each?
 - Prioritize one over the other?
- Workforce Development?
 - School to Science
 - Trade Apprenticeships
 - VISTA Food/Rent Support?
 - ROI
- Canyonlands Business Summit Financial Report
- FY22 RCG Part B Follow Up

Notes

- Benchmarking Timelines and Milestones
- Brad engaged in Business Activities
- Adding in the regional lens - Patrick
- Child Care
 - Supporting the opening of home operations
 - Subsidizing cost of child care
 - Supporting the development of nanny type jobs
- Short term execution focused taskforce
 - Defining what is the goal, what is being measured, and what success looks like
- Long term
- Making distinctions between activity focused vs outcome focused metrics
- Dashboard indicators

Economic Development Programs and Resources - 2021					
FY21 Rural County Grant Part A - Cash In Hand					
Program Number	Program Name	Budgeted Amount	Status	Advisory Party	Notes
1	Surplus Funds - Not Dedicated	\$1,700.04		EDAB	
FY22 Rural County Grant Part A - Cash In Hand					
Program Number	Program Name	Budgeted Amount	Adjusted Amount		
2	Workforce Housing Support	\$42,000.00	\$81,000.00	EDAB	If Part B falls through, this number needs to go up
3	Business Support Grants	\$35,000.00	0	EDAB	Given large grant process, use this money elsewhere
4	Day Care Grants	\$35,000.00	\$80,000.00	EDAB	Increase this number. https://www.usu.edu/uwlp/files/wp/no-5.pdf
5	Entrepreneurship Program	\$30,000.00	\$30,000.00	EDAB	Matching Funds for RCAC?
6	Canyonlands Business Summit	\$30,000.00	\$30,000.00	EDAB	Stable
7	Support for Women Owned and Minority businesses	\$25,000.00	0	EDAB	Maybe make carve out / priority in grant programs in Diversification budget?
8	Diversity Equity and Inclusion Program	\$15,000.00	\$15,000.00	EDAB	To plug into Planning Process
9	Economic Development Outreach	\$10,000.00	0	EDAB	Already exists in Diversification budget
10	Education Grants	\$7,000.00	0	EDAB	Increase this number. School to Science + Trades Apprenticeships. Maybe roll into workforce development part of Diversification budget
11	Remote Working Outreach	\$7,000.00	0	EDAB	Increasing residents ability to work remote (advertise ROI). add to workforce development budget
12	Am Vista	\$4,000.00	\$4,000.00	EDAB	Estimate cost of food and housing stipend for all AmeriCorps volunteers. What can we do for local kids that
		\$240,000.00	\$240,000.00		
FY22 Rural County Grant Part B - Application Pending					
13	Arroyo Crossing Apartment Complex	\$600,000		EDAB	
2022 Economic Development Department Budget - Economic Diversification - Approved					
Program Number	Program Name	Budgeted Amount			
14	Economic Development Master Plan	\$65,000.00		EDAC	Potentially hiring UAC + Ralf + sorting out organizational structure and logistics paying for community engagement? Maybe all we need is someone to gut check our plan and help out with community engagement?
15	Local Business Expansion Program	\$500,000.00		EDAC	
16	Workforce Development Program	\$100,000		EDAC	
17	Diversification Program Marketing	\$50,000		EDAC	
18	Local Business Technical Assistance Staff	\$100,000		EDAC	Reach out to all of the people involved in USU Moab SBDC, and make it happen + connect with RCAC
2022 Economic Development Department Budget - Tourism Promotion - Approved					
Program Number	Program Name	Budgeted Amount			
19	Ad Spend	\$440,000.00		TCAB	Project contract with Love for Arches Timed Entry - \$200k spend - seperate contracts for the actual ad spend?
20	UOT Co-op Marketing Grant Program	\$150,000.00		TCAB	Project contract with Love for Fly In Marketing - 150k + 150k
21	SkyWest EAS Grant	\$20,000.00			Likely billboard in Junction? Working with Andy (CNY) and Polly (SkyWest) on this
22	Local Business Advertising Program	\$55,000.00		TCAB	Project contract with love for data services
23	Local Event Advertising Program	\$55,000.00		TCAB	Leaves ~90k for other marketing priorities (responsible recreation messaging, Melissa to start thinking on social media videos, highschool contest + activating local influencers)
24	Ad Agency Contract	\$100,000.00		TCAB	
25	Tourism Visitation Research	\$50,000.00		TCAB	Mike Freimund research. Email him ASAP
26	Travel Brochure Postage + Reprint	\$65,000.00		TCAB	Melissa + Robert to consider how to get timed entry info on brochures
27	Trade Shows	\$30,000.00		TCAB	
2022 Economic Development Department Budget - Rec/Film/Conventions - Approved					
Program Number	Program Name	Budgeted Amount			
28	Film Commission	\$160,000		TCAB	
29	Stage	\$167,000		TCAB	
30	Rec/Film/Convention Resources	\$40,000		TCAB	
2022 Economic Development Department Budget - Remaining Staff/Overhead/Operating Expenses					
31	Remaining Budget Lines	\$849,468.00		EDAB Staff	
Summary					
# of Programs	Total				
31	\$3,838,168.04				
Unfunded Priorities					
	STR Compliance				
	Public Facing Data Dashboard (Townfolio)				