

# Grand County Economic Development Advisory Board

## Meeting Minutes

June 10, 2020

### Officer Elections:

Rob Walker moves to elect Grand County Community and Economic Development Director (Zacharia Levine) to serve as the Board Chair. Curtis Wells seconds the motion. Vote: unanimous.

Emily Niehaus moves to elect the Grand County Council representative (Curtis Wells) to serve as Vice-Chair. Rob Walker seconds the motion. Vote: unanimous.

Curtis Wells moves to elect Rob Walker as the Board Secretary. Brad Bertoch seconds the motion. Vote: Unanimous.

Zacharia gave an overview of SB-95. We can now proceed to apply for funds through this program. There are two pots of money. Pot A is guaranteed, up to \$200,000. Pot B is a competitive pot of up to \$600,000. Pot B requires a 20% match, but allows for in-kind contributions including staff time. But the amount of hard dollars in the match increases the chances of getting money from Pot B. There is no hard deadline but there is a soft deadline of June 19.

### Rural County Grant (RCG) Application and Broader GCED Board Efforts

- Our application should establish buckets for various categories
  - Business Recruitment
  - Business Retention
  - Homegrown business development
  - Infrastructure
  - Workforce development
  - Events
  - Co-working
  - Revolving loan funds
  - Funding our local Economic Development office
- Priorities
  - Clear identification of target clusters
    - How can we leverage what Moab has and what it's doing to diversify our economy (e.g. Healthcare, Wellness/Health-tourism)
  - Trainings/seminars
    - Canyonlands Business Summit
  - Workforce development and remote work opportunities
    - Scholarships
    - Coding schools (Emily is working with Impact Hub in SLC to see if they will setup a location in Moab)
    - Mechanics (Bikes, vehicles, outdoor gear)
    - Advertise the attractiveness of working remotely from Moab (Travel Council ad)

- Funding for Entrepreneurs/small business growth (Business Incentive Program)
  - Revolving loan funds (for businesses and housing)
  - Public/private venture funding, pitch competitions
- Attracting context-appropriate subunits of larger corporations to the Moab Area
  - How can we target and attract women- and minority-owned businesses to our Area through incentives. This includes supporting existing minority residents starting businesses.
- Co-working and maker space
  - Wabi already has a proposal (reach out to other interested parties)
- What are our blind spots, and what are we lacking?
  - Infrastructure
  - Fiber
  - Education
- Revisit Economic Development Plan
  - Establishing our priority indicators! Perhaps gross tax receipts per visitor (using Arches visitation as a proxy)
- Revisit Community Reinvestment Area (CRA): leveraging Opportunity Zones

\*Brad Bertoch referenced a Val Hale comment that Moab represents \$1.2B in revenue for tourism in the State (about 10% of State tourism revenue)

Next meeting: Wednesday 6/17 at 12pm.

Homework:

1. CW and ZL: How much money should go to the GC Economic Development Office?
2. All: Read the draft ED plan. How should we translate that to our RCG funding priorities? How does COVID-19 affect our investment priorities in the short-term?
3. ZL: What's my wish list?