



REGULAR MEETING ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)

Held at the Grand County Commission Chambers
125 E Center Street
Moab, Utah 84532
[Meeting Recording](#)

MINUTES
October 26th, 2022 3:00pm

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

Members in Attendance Mary McGann, Jazmine Duncan, Huseyin Deniz, Elissa Martin, Laici Shumway, Rob Walker, Brad Bertoch

Members in Attendance Remotely August Granath, Kelly Thornton, Emily Campbell, Karen Guzman-Newton

Members not in Attendance Carly Castle, Meghan McFall, Forrest Rodgers

Also Present Ben Alter (Grand County Economic Development (GCED)), Rachel Bartlett (GCED), Melissa Stocks (GCED), Bega Metzner (Moab to Monument Valley Film Commission)

Welcome

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

Citizens to -be- heard (None at this time)

Introductions

Presentations, if any

Budget Process Overview, August Granath

00:05:12

{Attached "Grand County Commission..."}

Discussion and Action Items:

Discussion and approval of Rural Community Opportunity Grant letter of support

00:16:04

{Attached "October 26, 2022..."}

Ben gave background on the Rural Community Opportunity Grant (formally Rural County Grant) including the expansion of the grant to include municipalities. As Grand County is not qualified to apply for this grant for the 2023 year, cooperation between the City of Moab and Grand County was initiated. Rob outlined the proposed project for 2023, which is to facilitate a partnership with Moab Community Childcare (MCC) and the Moab Free Health Clinic in order to introduce childcare to the Free Clinic's campus. Mary motioned to approve the intent of the letter. Laici seconded. No discussion. Passed unanimously.



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Join Zoom Meeting:

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

Call-in: 669-900-6833

Meeting ID: 898 1539 4356

Passcode: 384971

AGENDA

October 26th, 2022 3:00pm

Welcome

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Citizens to -be- heard

Introductions

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- Budget Process Overview, August Granath

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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.

Grand County Commission,

On Tuesday, September 13, 2022, the Moab Area Travel Council Advisory Board met at a regular meeting to work on a list of budget priorities for expenditure in accordance with transient room tax (TRT) and tourism, recreation, cultural, convention, and airport facilities tax (TRCC).

On Wednesday, October 12, 2022, the Moab Area Travel Council Advisory Board revised and approved the amended list of budget priorities as presented below.

Below is the body's finalized list of expenditure priorities. Items are ranked from greatest to least importance; so, an item determined to be most important in a category will be listed first, whereas a lower priority funding item would be listed second.

Board members in attendance and voting affirmatively to approve at the October 12 meeting: Jenny Gleason, Brian Hunnings, Sharon Kienzle, Alex Borichevsky, and Jason Taylor.

Total Projected TRT Collections for 2023: \$8,001,541

I. On "Mitigation" expenditures, projected at \$5,040,970 (63% of Total TRT Collections):

A. The body resolved to make no recommendation for change and instead leave these funding priorities as they are already allocated.

II. On "Establish and Promote" expenditures, projected at \$2,960,570 (37% of Total TRT Collections):

A. **Economic Diversification Activity** Expenditures, projected at \$986,856 (1/3 of \$2,960,570):

1. 2023 Priorities

- a) Salaries and overhead for Economic Diversification activities within the Economic Development Department
- b) Strategic Planning
- c) Workforce Development
 - (1) Apprenticeship program and on-the-job training
 - (2) Workforce opportunity and needs analysis
 - (3) Education support
- d) STAR Grant
- e) Rural County Grant Match
- f) Business Development
 - (1) USU Moab SBDC Director

- (2) Entrepreneurial Program
- (3) Business Mentorship
- (4) Basic Business Education
- g) Additional department capacity to execute Data/Research, Content/Storytelling, and program development
- h) Commercial Space Development (mindful of water conservation)
 - (1) Incubator space
 - (2) Commercial Kitchen
 - (3) Additional affordable commercial space in general

B. Recreation, Film Production, and Conventions Expenditures, projected at \$592,114 (1/5 of \$2,960,570):

1. 2023 Priorities

- a) Salaries and Overhead for the Grand County Active Trails and Transportation Department and Moab to Monument Valley Film Commission
- b) Moab to Monument Valley Film Commission Budget
 - (1) Increased administrative support
 - (2) Updated production resource directory
 - (3) Familiarization Tours
- c) GCATT's Responsible Recreation Program
- d) Community Event Grant
- e) Moab Art Trails

C. Tourism Expenditures, projected at \$1,381,599. This number represents the amount of funds available after the maximum allowable expenditure for Economic Diversification (\$986,856) and Recreation, Film Production, and Conventions (\$592,114) has been allocated from the "Establish and Promote" funds (\$2,960,570):

1. 2023 Priorities

- a) Salaries and overhead for the Tourism division of the Economic Development Department
- b) Strategic Planning
- c) Brand Planning
- d) Consistent and strategic marketing
- e) Visitor Education
 - (1) Printed Travel Guides
 - (2) Moab Steward Program
 - (3) OHV Education
 - (4) Arches Timed Entry or similar

- f) Familiarization Tours
- g) Special Event Grant Program
- h) Additional department capacity to execute Data/Research and Content/Storytelling projects
- i) DiscoverMoab.com overhaul
- j) Short term rental identification and monitoring software
- k) MOAB! Grant

III. On TRCCA funds, projected at \$1,412,105:

A. 2023 Priorities

1. Support Meeting Tech and Acoustics at the Grand Center
2. Support improved technology at Star Hall

Signed,

A handwritten signature in black ink, appearing to read "Jenny Gleason", with a stylized flourish at the end.

Jenny Gleason

Chair, Moab Area Travel Council Advisory Board

October 26, 2022

Governor's Office of Economic Opportunity
60 East South Temple, Suite 300
Salt Lake City, Utah 84111



To Whom It May Concern,

It is with great pleasure that the Grand County Economic Development Advisory Board (EDAB) writes this letter in support of the City of Moab's \$600,000 application to the Governor's Office of Economic Opportunity's Rural Communities Opportunity Grant (RCOG). Last year, the Governor's Office chose to award \$300,000 to our community's "Skyline Arch" affordable housing development, kickstarting a project that will soon provide housing security to Moab families and workforce stability to our local businesses. Similarly, a significant investment in improving Moab's childcare availability will be integral to supporting our economic diversification efforts and our main street businesses in the years to come.

Early in the year, this board worked closely with community partners to determine what economic development impediments were being overlooked in Grand County. Following a series of roundtable discussions, the availability and affordability of childcare in our region were identified as an economic development priority. Local non-profit Moab Community Childcare (MCC) then approached our board with a compelling proposal to support our county's existing childcare providers with assistance programs, incentives, and community-building. We funded this proposal with \$100,000 from our Rural County Grant funds, eager to support our exhausted, essential childcare providers.

MCC's proposal and funding followed debates about how to best approach the issue of childcare in our community. Though our roundtable discussions eventually highlighted the stresses current providers face, this board was initially motivated to incentivize and create new childcare providers in Moab. While existing providers are seeing relief in their work thanks to MCC's innovative approach, the fact remains: Moab needs more childcare providers. Without the childcare spaces our community needs, workforce retention and participation will continue to suffer. As long as our community is unable to attract or retain parent workforce participants, we lack a major component required to achieve economic sustainability.

MCC and the Moab Free Health Clinic's RCOG proposal represents a small investment that promises incredible returns for our community's economy. By leveraging the momentum the Clinic has renovated its new campus with, this grant offers the potential to increase childcare availability in Moab by as much as 40% in just a short amount of time. With these immense gains and incredible partners in mind, we ask that you give this proposal your full consideration.

With gratitude,

Grant County Economic Development Advisory Board

Advisory board members in attendance and voting affirmatively to approve this letter:

August Granath
Brad Bertoch
Karen Guzman-Newton
Elissa Martin
Emily Campbell
Jazmine Duncan

Kelly Thornton
Mary McGann
Rob Walker
Huseyin Deniz
Laici Shumway

DRAFT