

Grand County Budget Advisory Board

Meeting Minutes

Friday, October 28, 2022 at 1:00 p.m.

Held in the Grand County Commission Chambers with virtual participation on Zoom

125 E Center St. Moab Utah

In person attendance: Chris Baird, Kevin Walker, Gabriel Woytek, Renee Baker, Shalee Bryant, August Granath*

Virtual attendance: Chris Kauffman, Mallory Nassau*, Alishia Oliver*

*non-voting attendees

Call to Order at 1:03 p.m.

A. Action Items:

1. Approval of Minutes – 10/21/22 Meeting

Motion by Baker to approve the minutes as presented

Motion seconded by Walker

Motion passes 5-0, McGann and Bryant absent

B. Discussion Items:

Review of department/fund budgets:

a) Economic Development Department (August Granath)

Baird gave an overview of newly created Economic Development Fund designed to better follow statutory spending requirements of TRT revenues. Review of revenue accounts given. Total of \$2,962,401 projected for 2023 revenue, with \$1,382,454 projected for tourism promotion, \$987,467 for diversification and \$592,480 for Rec/Film/Conventions. Overview of grant revenues in this fund, totaling \$427,000. Projections are set for zero growth, based on how actuals evolve.

Granath gave overview of 2023 expense requests. 40% of economic development department salary and benefits are accounted for in this General Fund account. 60% paid for by TRT.

Overview of a variety of expenses. \$45,000 request for program marketing for creating marketing materials. \$100,000 request, already approved by the Commission, for support of the Small Business Development Center Program in Grand County. \$400,000 request for the STAR grant program. \$78,000 request for Workforce Development programming. Professional services line request given, with itemized justification given, including \$100,000 for a strategic planning campaign, with additional narrative given for this program need. These expenses would be paid for by 1/3 of 37% of TRT, or roughly 12% of total TRT collections.

Rec/Films/Conventions expense request overview. Various line items described for film programming. 137,000 budgeted to support youth recreation programming. \$231,402 request for responsible recreation programming. \$76,666 request for pilot transit program as portion of contribution to local shuttle program.

Tourism promotion side of TRT used to cover other 60% of salaries, plus 100% of special event coordinator. Overview given of various expenses budgeted for 2023. Itemized breakdown given of anticipated costs associated with conference attendance under the Travel line, projected Utility costs, Equipment Leases, a variety of software and consulting services included in the Professional Services line, Membership dues in the Memberships line totaling \$4,100, Responsible Recreation Advertising programming and salaries totaling \$251,445, Community Engagement contributions to Moab ArtTrails and Community Grants totaling \$22,050, contribution breakdown to the Moab Information Center totaling \$45,000. Special event grant reduced from \$55,000 in 2022 to a \$10,000 request for 2023. MOAB! Grant budgeted to \$0 for 2023. Breakdown given for Data line, with 2023 budget set to \$15,000. Breakdown given for Paid Media line, with 2023 budget set to \$254,400. Earned Media line request for 2023 set to \$4,096 for media welcoming tours. Discussion regarding the challenges associated with sponsoring journalist visits and having no control over media content that results. Breakdown given on Owned Media line request for 2023, totaling \$40,000. These expenses encompass media that the county would have complete editorial control over, such as social media engagement, blogs, podcasts, etc. Presentation of Keystone Moab video concept with accompanying \$25,000 request included in this line. Various other expense requests discussed. \$100,000 set for Creative Services for brand planning and general creative services. \$50,000 budget set to the Tourism Component of Strategic Planning, specifically for the next 3-5 years. \$10,000 added to website costs to initiate new branding in website material.

Walker asked if there were any contemplated contract associated with visitation analysis and visitor profiling. \$40,000 currently budgeted that could be used toward this end. Walker suggested that the fund balance would be a worthy use for this type of effort. Walker spoke to the importance of budgeting for more robust efforts of this type in order to serve as an effective policy directive. Baird clarified that calculations still to come regarding available resources in the fund balance, which has been heavily drawn from in 2022. \$50,000 set in revenues for 2023 as a contribution from the fund balance, with accompanying expenditure of that amount included in the Professional Services line of Tourism Promotion.

Walker referred to the reduction to \$0 of the mobile visitation data efforts. Discussion regarding the potential benefits of such programming. \$16,000 added to the revenues for 2023 as a contribution from the fund balance, added to the Data line for expenditure. Walker also mentioned that billboard efforts would also be worthy of such expenditure from the fund balance. \$30,000 added from fund balance contribution, expenditure added from paid media. Granath spoke to value of including steady drip style marketing so that long term consistency in marketing is achieved. Further discussion regarding evaluation of current marketing efforts and how best to proceed. Bryant discussed that the Chamber of Commerce has significant interest in the County using TRT for marketing efforts. Granath suggested that budgeting as much as \$100,000 for steady drip marketing would demonstrate good faith in fulfilling this role. \$100,000 added to 2023 budget for this purpose. Discussion regarding visitation trends remaining strong compared to 2019. Discussion regarding the need for transparency with local businesses with regards to the expenditure of TRT funds. BAB Meetings serve transparency to this end.

Overview of \$425,000 in non-TRT expenses, \$200,000 for the Rural County Grant, and \$225,000 for the Coop Marketing grant. Granath gave an overview of efforts associated with the Rural County Grant.

b) Employee Position Requests (Renee Baker and Chris Baird)

Baird explained that these were already built into the tentative budget.

Baker presented overview of proposed new positions proposed across the county, including Jail Spillman Analyst/Evidence Tech, Assistant Personnel Services Director, Deputy Recorder, Engineer, Airport ARFF/Operations Tech, Grand County Active Trails and Transportation Healthy Trails Coordinator and Operation Tech. Bryant suggested that it would be helpful to describe fiscal benefit of any newly proposed positions as well as other narrative justifications. Discussion regarding challenges associated with not having an in-house engineer in providing an appropriate level of service to the community, potential future structure of a County Community Development Department that would include Building, Planning and Zoning, Floodplain Administration, and Engineering. Bryant agreed that there was a need for an in-house engineer, but the 2023 budget not might be the best time to include it.

Baker presented an overview of proposed reclassifications across the county. Presentation illustrating current and proposed Airport staffing structure, and accompanying reclassifications that would need to be made to implement it, with the same total number of employees and a net cost difference of \$1,896.83. New Communications and Office Coordinator duties added to the Commission Coordinator role in the Commission Administration Office. 24/7 drug program Manager and Admin Assistant duties added in the Jail, Justice Court deputy grade increases to match industry comparables, grade increases in Economic Development Department for adding Program Management to Admin Assistant role, and increased Economic Development and Diversification duties to Economic Development Specialist role, grade increase for Responsible Recreation Coordinator to equalize with operations manager role.

Baker presented other proposed edits and costs, including unfreezing two sheriff deputies at the airport and some job description edits.

Kauffman asked if Baker if there was anything had been prepared regarding the possibility of new part time positions if the commission weren't willing to consider full time.

c) Capital Equipment and Buildings Request

Baird gave an overview of 2023 Capital Project Requests, totaling \$899,042. Software Integration for the Grand County Attorney's Office perhaps does not belong in this list. Baird gave an overview of how the Capital Projects General Fund works. Overview of currently budgeted expenses for 2023, including 100% of Capital Project Requests.

d) Cost of Living Adjustment

Baird gave a presentation of the cost estimate of a countywide 8.7% Cost of Living adjustment to be aligned with SSA, accounting for high inflationary costs. Cost estimate given for all County departments. Overall impact of 8.7% COLA would be

\$1,333,320. Discussion regarding the importance in keeping up a full cost of living adjustment in the budget, in the interest of remaining competitive in hiring and retention, and avoiding future headaches in normalizing salaries across the county. Reduction in the COLA could be a possibility. Discussion regarding how each departments proposed cost increases affects their funds' budgets.

Wide-ranging discussion regarding the various machinations associated with utilization of the fund balance, fund balance limitations, and how it plays into healthy long-term budgeting. Overview of different restricted fund balances across the County.

C. Approval of Tentative Budget Recommendation

Motion to recommend that the County Commission adopt the presented tentative 2023 Budget with instruction to further refine the budget in November workshop sessions such that the budgeted draw from the General Fund Balance is no greater than \$800,000. This may be accomplished by making department cuts, reducing the COLA percentage, allocating some of the Capital Projects fund balance to cover capital requests, or a combination of the above.

Brief discussion regarding the importance of making a recommendation that leaves all options on the table for the Commission.

Motion above made by Woytek

Motion seconded by Bryant

Motion passes 6-0, McGann absent

Future Considerations

Baird discussed his process for balancing the budget through a combination of actions including, but not limited to, paying for capital projects out of existing capital budget and/or out of the fund balance, challenging departments with over 10% budgetary increases to make cuts to proposed spending increases.

Discussion regarding the possibility of planning to dip into the fund balance in order to balance the budget. Discussion regarding departments that might be best positioned for potential cuts.

Discussion regarding future meeting schedule with the County Commission

Adjournment at 3:58 p.m.