



PUBLIC NOTICE IS HEREBY GIVEN THAT THE GRAND COUNTY COMMISSION WILL MEET IN
THE

Grand County Commission Chambers 125 East Center Street, Moab, Utah

Times in this agenda are approximate. Commission meetings allow for both in-person or virtual attendance. Remote participation is through Zoom and meetings can be viewed live on YouTube. To call in to the meeting dial: (669) 900 – 6833 Use Meeting ID: 851 7082 0571 # Password (if needed): 214317. To unmute press *6.

[Grand County Utah Government Live on YouTube](#)
[Join the Zoom Meeting](#)

1. **Thompson Springs Special Service Fire District Board Meeting**

[See Separate Agenda - Click Here](#)

2. **Call To Order**

3. **Pledge Of Allegiance**

4. **Citizens To Be Heard**

We are receiving public comments by phone and online through Zoom. Dial: (669) 900 - 6833 Meeting ID: 851 7082 0571 # Password (if needed): 214317

Link: <https://us02web.zoom.us/j/85170820571?pwd=M24yQjRldEICejUxTUJFeXFoZHNQQT09>

When joining the meeting, you will be placed in a waiting room and be added to the meeting by the moderator. Your comments will be recorded and on YouTube. (*Unmute for public comment: *6*)

5. **Department Reports (15 Min)**

5.A. **Old Spanish Trail Arena Report**

Angie Book, Old Spanish Trail Arena Director

5.B. **Facilities Report**

Shawn Fugit, Facilities Director

6. **Agency Reports (15 Min.)**

7. **Approval Of Minutes For August 2nd, 2022 (County Commission Regular Meeting And Community Water Workshop)**

Gabriel Woytek, Grand County Clerk/Auditor

Documents:

8. **Ratification Of Payment Of Bills**

9. **General Reports**

- o Commission Member Disclosures
- o General Commission Reports and Future Considerations
- o Elected Official Reports
- o Commission Administrator Report

10. **Presentations (15 Min)**

10.A. **Unified Transportation Master Plan (UTMP)**

Kimley Horn Associates

11. **Public Hearings**

11.A. **Public Hearing To Adopt The Unified Transportation Master Plan (UTMP) As An Amendment The 2030 General Plan Transportation Element**

Elissa Martin, Planning & Zoning

Kimley Horn Associates

Documents:

[AS_Adopt UTMP 8.16.2022_CC.pdf](#)

[Resolution UTMP_8.16.2022.pdf](#)

12. **Citizens To Be Heard - 6:00 Pm**

13. **General Business - Action Items - Discussion And Consideration Of Approval**

13.A. **Request For Support To Apply For US DOT's Safe Streets And Roads For ALL (SS4A) Grant Program, Jointly With The City Of Moab**

Elissa Martin, Planning & Zoning

Kimley Horn Associates

Documents:

[1_AS_SS4A Grant Application_8.16.2022.pdf](#)

[2_DRAFT Letter of Cooperation SS4A Grant.pdf](#)

[3_SS4A Grant DRAFT Project List.pdf](#)

13.B. **Approval Of The Cooperative Marketing Program With Canuckiwi And The Utah Office Of Tourism**

Ben Alter, Economic Development Specialist

Melissa Stocks, Assistant Marketing Director

Documents:

[01_Agenda Item_Approval of Canuckiwi Contract.pdf](#)
[02_UOT PARTNER OPT IN FORM 2022- 23 Cooperative Programs Canada and Australia Markets.pdf](#)
[03_HIGHLIGHTED_UOT PARTNER OPT IN FORM 2022- 23 Cooperative Programs Canada and Australia Markets.pdf](#)
[04_TravelWeek Group Canadian Trade Campaign.pdf](#)
[05_Expedia Canada Utah Regional Co-op Campaign 21-22 Proposal.pdf](#)

13.C. **Council On Aging Board Member Approval**

Commissioner Stock - Council Liaison

At the July 11th regular open meeting for the Council on Aging, Kim Sherwood applied for the opening they had for a board member, he was approved unanimously. Your affirmation of the board's recommendation would be appreciated. Thank you for your support of Grand County seniors. Lorette (Yordy) Eastwood Grand Center Director

Documents:

[Agenda Summary Council on Aging Appointment.pdf](#)
[Kim Sherwood Application_001.pdf](#)

14. **Consent Agenda**

14.A. **Approving The Purchase Of Two Pitching Mounds From Anthem Sports**

Angie Book, The Old Spanish Trail Arena Director

Documents:

[Agenda Summary- Pitching Mounds.pdf](#)
[Est_68575_from_Anthem_Sports_LLC_20968.pdf](#)
[Pitching Mound Quotes.pdf](#)

14.B. **Outerbike/WesternSpirit Local Consent**

Documents:

[01_AS_Local Consent_Outerbike.pdf](#)
[02_Single Event-Alcohol.pdf](#)

15. **Discussion Items**

16. **Closed Session(S) (If Necessary)**

17. **Adjourn**

NOTICE OF SPECIAL ACCOMMODATION DURING PUBLIC MEETINGS. In compliance with the Americans with Disabilities Act, individuals with special needs requests wishing to attend County Commission meetings are encouraged to contact the County two (2) business days in advance of these events. Specific accommodations necessary to allow participation of disabled persons will be provided to the maximum extent possible. T.D.D. (Telecommunication Device for the Deaf) calls can be answered at: (435) 259-1346. 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 Commission 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 Commission 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.

Requests for inclusion on an agenda and supporting documentation must be received by 5:00 PM on the Wednesday prior to a regular Commission Meeting and forty-eight (48) hours prior to any Special Commission Meeting. **Information relative to these meetings/hearings may be obtained at the Grand County Commission's Office, 125 East Center Street, Moab, Utah; (435) 259-1346.**



GRAND COUNTY COMMISSION WORKSHOP AND REGULAR MEETING

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

WATCH ON YOUTUBE - search for: "GRAND COUNTY UTAH GOVERNMENT"

MINUTES 2 August 2022

The Grand County Commission met in a workshop and regular meeting on August 2nd, 2022. 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 was Commission Chair Jacques Hadler, Trisha Hedin, Sarah Stock and Kevin Walker. Commission Vice-Chair Mary McGann entered the meeting in-person at 2:57 p.m. and Commissioner Evan Clapper entered the meeting in-person at 3:01 p.m. Also attending in-person were Commission Administrator Mallory Nassau, Associate Commission Administrator Quinn Hall, and Clerk/Auditor Gabriel Woytek. Commissioner Josie Kovash was in attendance virtually.

2:43 p.m. Grand County Water Community Information Session (audio begins at 18:57)

Presentation

Marc Stilson, Southeastern Regional Engineer, Utah Division of Water Rights, presented on the topic of surface water resources in Moab and Spanish Valley. Introduction to the concept of water volume. Overview of surface water capacity of sources in Moab and Spanish Valley. Overview presented of Mill Creek water rights. Most of Mill Creek surface flow is in use (by Moab Irrigation Company and GWSSA), other than in the winter. Grand County Water Conservancy District has a high water right to Mill Creek, which refers to surface flow that it can use in high water years. Overview of Pack Creek water rights. Pack Creek has a bigger impact on the groundwater resource in the valley than previously thought due to recent USGS study. Overview of water rights held on the Colorado River. Pre-Colorado Compact (1922) rights are well protected. Overview of areas of critical recharge. Largest users of Colorado River in the area are Canyonlands by Night, along with water trucks. Total surface water rights in the area total 24,260 acre feet.

Candace Hasenyager, Director, Utah Division of Water Resources, presented on the coordination of state agencies as it pertains to the Colorado River, the importance of the Colorado River to the state's water supply, current status of the Colorado River, challenges associated with protecting the Glen Canyon Dam infrastructure amidst record low water levels, overview and introduction to the Colorado River Authority of Utah, current areas of focus for Colorado River Management Plan and current work plan, citizen advisory councils, recent legislative changes to the Colorado River Authority structure. Discussion regarding the role and responsibilities of the Division of Water Resources. Upper basin states are relatively unified in their effort to protect Colorado River rights.

Commissioner Stock asked for clarification about the efforts by the Authority to protect river rights through banking and curtailment. Commissioner Walker asked if a junior Colorado River right could be viewed as a reliable source for Moab and Spanish Valley for the next thirty to fifty years. Hasenyager would not provide specific advice but clarified that the mission of the authority is to protect these rights.

4:01 pm Call to Order

Pledge of Allegiance

Chair Hadler offered the following statement for the record:

I would like to make a statement regarding an issue that came up in our last commission meeting, July 19, concerning appointments to the Economic Development advisory board. The County Attorney objected initially to the appointment motion as she mistook one of the candidates for a defendant in cases involving the attorney's office. After a brief postponement, and consultation with her staff, the County Attorney clarified that she was wrong. However, I want to acknowledge now that this error may have caused all three candidates embarrassment and stress. I feel that I, as chair, and the Commission as a whole did not handle this unfortunate situation well. I would like to offer sincere apologies to the candidates and their businesses for the lack of discretion and professionalism. We are grateful for their service on the Economic Development advisory board and want to emphasize again that they have the support of the Commission. I hope that we can take this as a learning experience and avoid anything similar in the future.

Chair Hadler also read the following statement on behalf of Grand County Attorney Christina Sloan, in reference to the same July 19 Commission Meeting:

I do own and regret my error in this case, and I agree that I did not handle it well. I should have asked the Commission to postpone without stating the reason until I had time to review. I regret if my error caused the candidates any stress, and I support the appointment of each to the Economic Development advisory board.

Citizens to Be Heard

Grand County resident Bill Winfield made a statement regarding the lack of respect and decorum by the Commission, expressed concern regarding the level of seriousness and professionalism being taken by the Commission and expressed gratitude for the public apology given to the citizens by the Chair.

Presentations (none scheduled)

Department Reports

Grand Center Report (Lorette Eastwood, Director, Grand Center)

Director Eastwood has served for 11 years at the Grand Center. An overview was given on the impact of the COVID-19 pandemic on operations at the Grand Center. 3,000 meals were served in 2021, along with the reactivation of socialization and exercise programming. Activities such as bingo and movie screenings have risen in popularity. The Grand Center continues to host various community events, expositions, fairs and foundation dinners. Health Department COVID-19 testing and vaccination drives continue to be hosted at the facility. Field trips with elderly citizens have also resumed. Completion of new roof on the facility is nearing.

Approval of Minutes (Gabriel Woytek, Clerk/Auditor)

July 14th, 2022 (Emergency Meeting)

July 19th, 2022 (Regular County Commission Meeting)

Motion by Commissioner Stock to approve the minutes from July 14th, 2022 and July 19th, 2022.

Motion Seconded by Commissioner Hedin

Discussion (none at this time)

Motion Passes 7-0

Ratification of Payment of Bills

Motion by Commissioner Walker to approve and ratify payment of bills in the amount of \$906,454.37 and payroll in the amount of \$327,332.40 for a combined total of \$1,233,786.77.

Motion Seconded by Commissioner Stock

Discussion (none at this time)

Motion passes 7-0

Commission Member Disclosures (none at this time)

General Commission Reports and Future Considerations

Jacques Hadler

- Noise 2.0 committee meeting regarding new public engagement strategies
- Historical Preservation Commission, finalization of Land Acknowledgment Statement which is now to be reviewed by area tribal representatives, walking tour brochure in development for Moab, potential renaming of Pedestrian bridge after guardsmen
- Chamber of Commerce meeting, review of latest Transient Room Tax figures, discussion of Business Grant, review of Fourth of July event
- City/County meeting regarding potential workforce housing ordinances by both entities, discussion regarding lessons learned and alignment

Trisha Hedin

- Grand Water Sewer and Service Agency meeting, Spanish Valley resident offered to sell water share to GWSSA, Ken's Lake level at 2300 acre feet, allowing irrigation to continue without pumping
- Southeastern Utah Association of Local Governments (SEUALG) building committee meeting regarding new facility in Price
- Special Events Committee meeting, discussion regarding mission statement and values, phased implementation of new special events approval process
- Bison currently wandering into private lands in the Range Creek area, introducing some conflict amongst area landowners

Sarah Stock

- Community Renewable Energy Program, discussion regarding hiring a consultant for public communications
- Moab Mosquito Abatement District, seeking new director, Aedes aegypti mosquito found near city ballfields, critical that residents diligently empty standing water in order to reduce mosquito breeding ground and avoid mass fogging in the community

Kevin Walker

- Awaiting Labyrinth Canyon Travel Plan

Evan Clapper

- Meeting with Canyonlands Health Care SSD and Emergency Medical Services SSD regarding Health Care Sales Tax split and preparation for upcoming budget season

Mary McGann

- Solid Waste SSD Meeting, interview process for new director underway, new human waste drop off locations, public education curriculum in development
- UMTRA steering committee meeting, update to future site plan to commence in September
- Upcoming event, 'A Night of Grief and Mystery', 9/17 at Star Hall, fundraiser for Moab Hospice
- Economic Development Advisory Board Meeting, comprehensive review of housing assistance funding, Community Housing Forum on 8/3
- Airport Board Meeting, Bill Groff stepped down after 15 years of service to the board, including several years as chair, current airplane models will be retired in 2023 which will require a number of changes to airport operations

Josie Kovash

- Mental Health Board meeting close to receiving certificate of occupancy for new Moab facility
- Public Health Board meeting, many vaccine doses available for ages 6 months and older, radon mitigation complete in 14 Grand County Homes, discussion regarding use of opioid settlement monies

Elected Official Reports

Grand County Clerk/Auditor Gabriel Woytek

- Tax Valuation Notices sent to county property owners, those in need of assistance directed to Treasurer's Office for information on relief and abatement programs, Appeal deadline September 15, those property owners who have not received a notice should contact the Clerk/Auditor's Office, property owners encouraged to sign up for emailed notices.
- Attended UAC Summer Clerk's conference, to participate with Lt. Governor's office in the completion of an Election Handbook.

Commission Administrator Report

Commission Administrator Mallory Nassau

Recent visit to Grand Center to become

Associate Commission Administrator Quinn Hall

- Implementation of CivicClerk software and website redesign coming this week

General Business - Action Items, Discussion and Consideration of:

A. Grand County Annual Statement of Continued Compliance with the Uranium Mill Tailings Removal Action Project (UMTRA) for July 2021 – July 2022

Motion by Vice-Chair McGann to table Item A

Motion Seconded by Commissioner Clapper

Discussion (none at this time)

Motion passes 7-0

B. Approval of the Non-Disclosure Agreement forms for the MOAB! Tourism Grant and STAR Business Grant evaluation committees

Presentation

Director Granath described the reasoning behind the proposed action, as applicants wish to keep financial information confidential.

Motion by Commissioner Clapper to approve the non-disclosure agreement forms for use by Grand County Economic Development in facilitating their STAR Business Grant and MOAB! Tourism Grant evaluation and selection processes.

Motion Seconded by Commissioner McGann

Discussion (none at this time)

Motion passes 7-0

C. Approval of a contract for an “Interactive Destination Map” with Wander App Inc. (August Granath, Economic Development Director)

Presentation

Granath discussed need to develop a reliable mapping service to assist with Travel Council efforts. 3 bids received. Total cost of proposed contract \$14,000, within budget, contract passed legal review. Data collection will be useful in understanding visitor behavior and for promoting responsible recreation stewardship. Commissioner Walker sought clarification on ownership of data provided on app, Granath clarified that by ownership he meant ability to edit and control the product and the content it displays. A representative from Wander App further clarified this relationship. Commissioner Stock spoke to the importance of aligning with the Canyonlands Natural History Association and Bureau of Land Management in developing content for this app, and Granath confirmed that Active Trails and Transportation maintains open communication with all relevant land management agencies. Commissioner Walker sought confirmation that the app would allow Grand County to highlight motorized trails, and that the app would include trails located within national parks. Commissioner Walker also sought confirmation that there would be no advertisements contained within the app, and it was confirmed that sponsorships would be available but no native advertisements would be displayed. Commissioner Kovash sought clarification regarding the annual cost associated with the service, and also inquired about the intention of this service as a resource for particular audiences or as a viable alternative to already existing analogous services. Audience segmentation strategy and a targeted audience approach has not been contemplated at this time. Commissioner Kovash inquired about who will be supplying content like text and photographs contained within the app, and what metrics will be used to measure the success of the service. Granath clarified that this is a year-by-year commitment and user metrics will be tracked and presented for analysis.

Motion by Commissioner Walker to approve the contract with Wander App Inc. for the development of an “Interactive Destination Map.”

Motion Seconded by Commissioner McGann

Discussion

Commissioner Walker expressed excitement regarding the positive potential for this service and the suitability for this service as an advertising mechanism.

Motion passes 7-0

A. Grand County Annual Statement of Continued Compliance with the Uranium Mill Tailings Removal Action Project (UMTRA) for July 2021 – July 2022

Presentation

Director Russell McCallister offered an introduction and brief overview. Commissioner Stock inquired about the air quality monitoring data and if there is any up to date information about air quality for Spring 2022. McCallister confirmed that it has been within an acceptable level, in compliance despite a high wind spring, data to follow.

Motion by Commissioner McGann to approve the Grand County Annual Statement of Continued Compliance with the Uranium Mill Tailings Removal Action Project (UMTRA) for July 2021 to July 2022

Motion Seconded by Commissioner Walker

Discussion (none at this time)

Motion passes 7-0

D. Approval of the Special Event Permit for the 2022 COTAH Rally (August Granath, Economic Development Director)

Presentation

Granath presented application as shown in the packet. BLM speed limit and EPA stamp stipulations needed to be updated prior to approval approval at this meeting. Commissioner Hedin confirmed that the event would include 40 participants.

Motion by Commissioner McGann to approve the special event permit for the 2022 COTAH Rally pursuant to Ordinance No. 643 with the following conditions: 1) all motorcycles used or ridden in the special event shall be equipped with an exhaust muffler bearing the Federal EPA required labeling applicable to the motorcycle's model year, stating that the exhaust system meets the 82 dBA standard at 50 feet, as set out in the Code of Federal Regulations Title 40, Volume 24, Part 205, Subpart D and Subpart E, as required by Section 11.06.030(B) of Grand County's General Ordinances; and 2) the event organizer shall inspect all such motorcycles and certify compliance to Grand County in writing on or before the first day of the event; 3) the event organizer shall disqualify all such motorcycles not bearing the EPA stamp; 4) the event organizer shall comply with all Stipulations of its BLM SRP including a maximum speed of 25 mph on all BLM managed roads and trails; and 5) participants/motorcycles shall not exceed the maximum speed of 25 mph on all dirt roads in Grand County (aka County D Roads) unless otherwise posted.

Motion Seconded by Commissioner Hedin

Discussion

Commissioner Clapper highlighted that the event is sanctioned by the American Motorcycle Association which carries with it a number of regulations and that this event constitutes a good fit for area events. Commissioner McGann expressed appreciation for the good Samaritan clause in the event rules. Commissioner Walker agreed that this appeared to be a low-impact event in a relatively lower use area, and stated that he hopes that piecemeal approval of events will be discontinued.

Motion passes 7-0

E. Volunteer Appointment to the Noxious Weed Board

Presentation

Motion by Commissioner Stock to approve the appointment of Chris Marlor to Grand County's Noxious Weed Control Board with a term ending December 31, 2023.

Motion Seconded by Commissioner Hedin

Discussion

Commissioner Stock clarified that this appointment was a replacement for the previous Bureau of Land Management representative.

Motion passes 7-0

F. Appointment of a New Alternate Board Member of the Community Renewable Energy Agency

Presentation

Motion by Commissioner Stock to approve the appointment of Elissa Martin as an alternate board member for the Community Renewable Energy Agency Board and authorize the chair's signature on the related letter.

Motion Seconded by Commissioner Clapper

Discussion

Commissioner Stock clarified that it was customary to have one staff member and one elected official on this board, and that Martin will provide valuable continuity for representing Grand County.

Motion passes 6-0, Walker absent

Consent Agenda – Action Items

G. Grand County Children's Justice Center Annual Contract

Motion by Commissioner McGann to adopt the Consent Agenda as listed by the Chair.

Motion seconded by Commissioner Hedin

Discussion (none at this time)

Motion passes 7-0

Public Hearings- Possible Action Items (none scheduled)

Future Considerations

Vice-Chair McGann would like the consideration of improving interior acoustics in the large meeting room at the Grand Center and the potential designation of funds in the upcoming budget season for this purpose. McGann also highlighted that Grand County goes above and beyond in soliciting public comment and engagement during Commission meetings.

Citizens to be Heard (none at this time)

Chair Hadler adjourned meeting at 5:39pm

Jacques Hadler
Chair, Grand County Commission

Gabriel Woytek
Grand County Clerk/Auditor

DRAFT

Agenda Summary
GRAND COUNTY COMMISSION
August 16, 2022

TITLE:	PUBLIC HEARING TO CONSIDER A RESOLUTION OF THE GRAND COUNTY COMMISSION TO ADOPT THE “UNIFIED TRANSPORTATION MASTER PLAN” AS AN AMENDMENT TO THE GRAND COUNTY GENERAL PLAN
FISCAL IMPACT:	Unknown
PRESENTER(S):	Elissa, Planning & Zoning Staff and Kimley Horn Associates

Prepared By:
ELISSA MARTIN
**GRAND COUNTY
 PLANNING &
 ZONING**

FOR OFFICE USE ONLY:
Attorney Review:

 Pending

POSSIBLE MOTION 1:

I move to keep the public hearing open for a period of ten days and vote on the public hearing agenda item at the following regular Commission meeting.

POSSIBLE MOTION 2:

I move to suspend the policy to vote on a public hearing item at the following Commission meeting.

AND

I move to approve the proposed resolution to adopt the Grand County and City of Moab Unified Transportation Master Plan as an amendment to the 2030 General Plan.

SUMMARY: Grand County and the City of Moab jointly prepared the Unified Transportation Master Plan (UTMP), *An Action Plan to Improve Safety for All*, with the assistance of consultants, Kimley-Horn Associates. The UTMP identifies actions, strategies, and projects to achieve the community’s goals for a safe, reliable, connected, and efficient transportation system to improve all modes of transportation.

The UTMP identifies improvements to roads, streets, trails, and connections that are under jurisdiction and responsibility of Grand County and the City of Moab. Recommended projects will be considered for over near-, mid-, and long-term planning horizons. Prioritized projects include street connections, intersection and roadway improvements, and new pathways.

In addition, the UTMP establishes a goal to reduce traffic-related serious injury crashes and fatalities to zero per year, by the year 2025. The goal is consistent with that of the Utah Department of Transportation which set Utah’s ultimate goal of Zero Fatalities.

The UTMP will be adopted as an amendment to the 2030 General Plan,

Transportation Element.

STAFF RECOMMENDATION: Suspend the rules to leave the public hearing open and approve the UTMP in anticipation of applying for US DOT's Safe Streets and Roads for All Grant as a joint application with the City of Moab.

ATTACHMENT(S):

1. Proposed Resolution
2. [Grand County and City of Moab Unified Transportation Master Plan](#)

RESOLUTION No. _____ (2022)

**A RESOLUTION OF THE GRAND COUNTY COMMISSION ADOPTING THE
“UNIFIED TRANSPORTATION MASTER PLAN” AS AN AMENDMENT TO THE
GRAND COUNTY GENERAL PLAN**

WHEREAS, the previously named Grand County Council (Council) adopted the Grand County General Plan (the Plan) on August 5, 1996 with Resolution No. 2301, updated April 6, 2004 with Resolution No. 2654; and,

WHEREAS, the Council adopted an updated Grand County General Plan with Resolution No. 2976, on February 7, 2012, as amended, for the purpose of regulating present and future needs;

WHEREAS, on May 17, 2022 the Grand County Commission approved Resolution No. 3319 adopting an update to the 2012 General Plan, “2030 General Plan”; and,

WHEREAS, the Plan, as required by Title 17 title 17, 27a of the County Land Use Development and Management Act (CLUDMA), includes a “Transportation” element; and,

WHEREAS, the purpose of the Grand County and the City of Moab Unified Transportation Master Plan (UTMP), An Action Plan to Improve Safety for All, is to identify, plan for and prioritize near-, mid-, and long-term transportation projects, which include street connections, roadway improvements, and new pathways that will enhance connectivity, multi-modal transportation and safety; and

WHEREAS, the Planning Commission reviewed the UTMP in a public hearing on August 8, 2022 and _____ recommended _____; and,

WHEREAS, due notice was given that the Commission would meet to hear and consider the UTMP in a public hearing on August 16, 2022; and,

WHEREAS, the Commission has heard and considered all evidence and testimony presented with respect to the General Plan amendment and has determined, subsequent to said public hearing that the adoption of this resolution is in the best interests of the citizens of Grand County, Utah.

NOW, THEREFORE, BE IT RESOLVED by the Grand County Commission that it does hereby adopt the *Grand County and City of Moab Unified Transportation Plan*, attached hereto as Exhibit “A” as an amendment to the Grand County General Plan Transportation Element.

APPROVED THIS 16TH DAY OF AUGUST, 2022, by the following vote:

Those voting aye: _____

Those voting nay: _____

Absent: _____

ATTEST:

Jacques Hadler, Chair

Gabriel Woyteck, Clerk/Auditor

Agenda Summary
GRAND COUNTY COMMISSION
August 16, 2022

TITLE:	Request for support to apply for US DOT's Safe Streets and Roads for ALL (SS4A) Grant Program, jointly with the City of Moab
FISCAL IMPACT:	Unknown
PRESENTER(S):	Elissa, Planning & Zoning Staff and Kimley Horn Associates

Prepared By:
ELISSA MARTIN
GRAND COUNTY
PLANNING &
ZONING

FOR OFFICE USE ONLY:

Attorney Review:

Pending

SUMMARY: The Bipartisan Infrastructure Law (BIL) established the new Safe Streets and Roads for All (SS4A) discretionary program with \$5 billion in appropriated funds over the next 5 years. In fiscal year 2022 (FY22), up to \$1 billion is available. The SS4A program funds regional, local, and Tribal initiatives through grants to prevent roadway deaths and serious injuries.

The SS4A program supports Secretary of Transportation Pete Buttigieg's National Roadway Safety Strategy and the Department's goal of zero deaths and serious injuries on our nation's roadways.

The deadline for applications is 5:00 p.m. EDT on September 15, 2022. Kimley Horn Associates has committed to continue their work with the County and the City of Moab to assist in submitting the grant application. The County can anticipate a later ask, upon award of the grant, to provide matching funds along with the City of Moab, to total 20% of the grant award.

STAFF RECOMMENDTION: Provide the Commission's support to go forth with a grant application to US DOT's Safe Streets and Roads for All and consent to cooperate with the City of Moab in pursuing the funding opportunity and jointly implement transportation improvement projects that will improve safety for all (see attached letter of cooperation).

ATTACHMENT(S):

1. Letter of Cooperation
2. Draft project list

Letter of Cooperation and Commitment on the Safe Streets for All Grant
Joint Application for Project Implementation Funding
DRAFT 8/9/2022

Dear Secretary Buttigieg,

Thank you for considering the Joint Application by Grand County and the City of Moab for the Safe Streets for All Grant Program. The timing couldn't be better. We have recently completed and adopted our **July 2022 Grand County & City of Moab, Unified Transportation Master Plan, An Action Plan to Improve Safety for All (Plan)**.

In the same manner that our two Jurisdictions collaborated on the development of the Plan we have prepared the Joint Application for Implementation of a comprehensive set of projects and strategies to address our collective challenges. We believe we have met at least four of the Grant requirements for eligibility as outlined in the application.

For purposes of the Joint application, Grand County will be the lead applicant and the City of Moab will be a supporting signatory. We believe that this multijurisdictional approach has allowed us to successfully craft a highly effective plan of action which by covering 39 square miles, demonstrates that it is clearly regional in scope. We believe that continuation of this regional approach by eligible applicants in Grand County is the best avenue to being awarded Implementation funding from USDOT to execute our Action Plan to Improve Safety for All.

By this Letter of Cooperation and Commitment both Grand County and the City of Moab pledge to work collaboratively on the Implementation Plan as applied for, and to jointly fund the 20% match required by the Grant.

We look forward to working with you and your staff on this incredibly important SS4A program. Please do not hesitate to contact either of us if you have any questions.

Sincerely,

Jacques Hadler
Chair, Grand County Commission

Date: _____

Joette Langianese
Mayor, City of Moab

Date: _____

SS4A Grant DRAFT project list

Project Number	Project Name	Project Description
AT2	Dogwood Avenue and US 191 Area Crossing	Construct enhanced pedestrian crossing on US 191 near Dogwood Avenue (PHB/HAWK crossing)
AT3	Millcreek Drive Sidewalk Improvements	Construct sidewalk where missing on Millcreek Drive, Spanish Valley Drive to bridge north of Lasal Road
AT10	Shared-Use Path Construction and Connections; Pack Creek and Mill Creek	Construct a shared-use path that connects the pedestrian hybrid beacon on US 191 at City Market crossing Pack Creek to Kane Creek Boulevard and north to 300 South; also connect to 100 West
AT12	Spanish Valley Drive Shared-Use Path	Construct a shared-use path on Spanish Valley Drive from Millcreek Drive to South County line

Potentially adding based on quantitative safety benefit.

Captured as part of "Roadway Plan 1" below.

Potentially adding based on quantitative safety benefit.

Will need clarification from County on which portion(s) of this will be included.

Project Number	Project Name	Project Description
R4	Millcreek Drive/Aggie Boulevard and US 191 Traffic Signal	Construct traffic signal at Millcreek Drive and US 191 intersection
Roadway Plan 1	Millcreek Drive Corridor Assessment and Preliminary Plan	Prepare preliminary plans for the Millcreek Drive from Spanish Valley Drive to Fourth East, including the Fourth East/300 South intersection. Plans may identify improvements to the following: <ul style="list-style-type: none"> • Millcreek Drive / Spanish Valley Drive • Millcreek Drive / Murphy Lane • Millcreek Drive / Sand Flats Road • Millcreek Drive / Fourth East • Fourth East / 300 South
	400 North/100 West Roundabout	Contribution to Construction Costs

Policy Name	Description
Complete Streets Policy	Develop a Complete Streets Policy or Ordinance to guide future design of multimodal streets. The policy or Ordinance will emphasize County and City goals to accommodate all users and modes of the transportation system, particularly downtown (e.g., trucks, vehicles, pedestrians, bicycles).

Could also include the plan to develop both a County and City Policy or Ordinance for Complete Streets if that helps bolster the application.

AGENDA SUMMARY
GRAND COUNTY COMMISSION MEETING
AUGUST 16, 2022

TITLE:	Approval of the cooperative marketing program with Canuckiwi and the Utah Office of Tourism.
FISCAL IMPACT:	\$7,000
PRESENTER(S):	Ben Alter, Economic Development Specialist Melissa Stocks, Assistant Marketing Director

Prepared By:

Ben Alter

Specialist,
Grand County
Economic
Development

FOR OFFICE USE ONLY:

Attorney Review:

SUGGESTED MOTION:

I move to approve the opt in form and enter into the cooperative marketing program with Canuckiwi and the Utah Office of Tourism.

BACKGROUND:

Grand County Economic Development Assistant Marketing Director Melissa Stocks completed a trip to Vancouver, Toronto, and Calgary in April to learn more about Canadian visitors and their travel trends. At the IPW conference in June, Melissa connected with Canuckiwi representatives. Canuckiwi has previously partnered with the Utah Office of Tourism (UOT) and this year is offering their cooperative marketing program to Utah destinations at a discount.

Grand County Economic Development has been informed by UOT that Canuckiwi is their only vendor contracted to represent Canada. Canuckiwi is the only vendor used for travel trade, public relations, and marketing services for the markets provided above. Funding for these marketing services is accomplished through a cooperative agreement with UOT. A sole-source determination has been made; therefore, three informal bids are not required.

Because Canuckiwi is partnering with UOT to distribute its promotional content, advertising for Grand County attractions will fall within the scope of the state's responsible "Forever Mighty" recreation campaign and align with our own responsible recreation and promotion policies (established in Resolution No. 3248). Grand County will provide input on content that markets attractions in its area.

The proposed partnership with Canuckiwi and UOT would promote Grand County specifically in Canadian markets. VISA Destination Insights data (which claims to represent 60% of the credit card market) shows that, after U.S. visitors, Canadian visitors consistently contribute the greatest spend in our area. This year alone, they have already spent over \$1.4M at Moab area eateries, hotels, outfitters, and more.

Though the original Canuckiwi contract lists a due date of July 31st, 2022, Grand County has been given an extension.

ATTACHMENT(S):

1. Utah Office of Tourism Partner Opt In Form 2022
2. Utah Office of Tourism Partner Opt In Form 2022 w/ highlighting (indicates program tiers that Grand County Economic Development will pay for)
3. TravelWeek Group Canadian Trade Campaign (slide deck)
4. Expedia Canada Utah Regional Co-op Campaign 21-22 Proposal (slide deck)



**UTAH OFFICE OF TOURISM (UOT) PARTNER OPT IN FORM
DUE: July 31st, 2022**

I _____ of _____
(Signatories Name) (Name of UOT Partner)

agree to opt into the following UOT lead marketing programs for the Australia/New Zealand and/or Canadian markets in the coming UOT fiscal year. (Please tick box)

I understand that Canuckiwi Ltd (on behalf of UOT) will invoice our region for the total amount in USD of all selected partner programs as at September 1st, 2022 and be the conduit between my region and the partner involved in the cooperative program. For the majority of the programs that are to be implemented post January 1st, 2023 we are more than happy to invoice for these programs as at January 1st, 2023 if it supports and assists Utah partner budgets.

CANADIAN MARKET PROGRAM OPPORTUNITIES

During the continuation of the return to travel period between Canada & Utah we want to implement Canadian programs driving direct partner ROI through room night production. This is why two Expedia campaigns have been proposed. We also want to ensure partners have an ability to stay connected with the Canadian trade through a dedicated training and educational program opportunity with our Keeping Connected Program. This year in Canada we will partner with Travelweek Canada including guaranteed editorial content. In Australia we have options with destination webinars and KarryOn. We will continue with "Greatest Snow" focused programming in both markets.

A) Travelweek Canada – Multi Tiered Utah Regional Partners Program:

Utah Regional Partner Buy In Options: \$5550.00 USD (Tier One), \$3000.00 USD (Tier Two), \$2000.00 (Tier 3)



Campaign timing: At partners discretion (one month campaign campaign).

Tier of Interest _____

Month of Interest _____

Partner Benefit from Campaign:

- Content collated eDM written by the Canuckiwi team distributed to 5,100 Canadian agents and 300 media.
- Comprehensive stand alone partner campaign packages with Travelweek based on tier which could include a digital partner home page, editorial content, video hosting, e blasts, webinar promotion and social media posts.

Travelweek deck available by [clicking here](#).

B) Expedia Media Greatest Snow and/or Road Trips Campaign:

Utah Regional Partner Buy In Cost: \$4000.00 USD (Featured Tier), \$3000.00 USD (Standard Tier)



Campaign timing: November 2022 (Greatest Snow on Earth Focus) March 2023 (Road trip focus)

Campaign deck [click here](#).

Tier of Interest _____

Campaign of Interest _____

Partner Benefit From Campaign:

- Featured Tier – preferred page placements, logo or image inclusion, text, link to bookable regional product (see slide 5 of deck).
- Standard Tier – secondary page placements, logo or image inclusion, text, link to bookable regional product (see slide 5 of deck).
- Significant funding from Utah Office of Tourism for base line campaign.
- Matched funding from Expedia towards total campaign value.
- Display campaign running across all EMS sites.
- Share of impressions from total campaign value.
- Full regional tracking of bookings, impressions, room nights and offers booked post campaign.

C) Wholesale Ski Marketing Campaign – Greatest Snow on Earth Ski Focus:

Utah Regional Partner Buy In Cost: \$3000.00 USD



Campaign Timing: October 2022 – January 2023 (to align with key Canadian market booking timing)

Partner Benefit from Campaign:

- Product feature with selected ski wholesaler (s) in the campaign period on dedicated Utah landing page.
- Product feature on selected ski wholesaler (s) for Canadian Snow Expos.
- Inclusion in selected ski wholesaler content campaign featuring Utah’s Ski Resorts.
- Product feature in stand alone Utah Ski eDMs.
- Social posting per region.
- Share of total volume driven from overall Utah campaign to campaign landing page.
- Full regional tracking of bookings, impressions, room nights and offers booked post campaign.

Full campaign assets to be finalised once total number of UOT partner commitment determined. Comprehensive RFP with market ski wholesalers will be completed and selected based on total investment. (Voyages Gendron, Ski Canada, Merit Travel, Gryphon Ski)

AUSTRALIA & NEW ZEALAND UTAH PARTNER OPPORTUNITIES

For our Australia & New Zealand opportunities we will provide a staying connected educational opportunity, an OTA opportunity (proven driver of room nights), Ski Wholesale Cooperative and our Snow Travel Expo program.

A) Utah Regional Partners Keeping Connected Educational Program With Destination Webinars & Charlie Trevana:



Utah Regional Partner Buy In Cost: \$2000.00 USD

Campaign timing: At partners discretion (three week campaign).

Month of Interest _____

Partner Benefit from Campaign:

- Content collated eDM written by the Canuckiwi team distributed to 4,800 Australia and New Zealand agents and 300 media in their database.
- Fully hosted live 25 minute presentation held TWICE on the same day, normally at 9am & 12pm AEST (other times available).
- Formally introduced, and facilitated Q&A (in addition to 25 minutes presentation time)
- Hosted on Zoom Webinar 500 (max 500 attendees) with branded registration page including email opt-in check box.
- A test session a few days before we go live.
- Registration link included in weekly EDM sent to Destination Webinars' database of 1,900+ AU & NZ travel trade. You also receive the link to promote via your own channels and PR.
- Social posts covering invite, presenter bio and the recording link on Destination Webinars' Facebook and LinkedIn pages.
- [Presentation recorded and published in the Destination Webinars' library for min. 6 months.](#)

- Post-webinar follow up email to participants including recording link.
- Post-webinar report including survey, polls and the registration list to send your own follow up email.
- **BONUS 1:** A banner ad for your specialist program/trade portal/latest promo in the weekly newsletter for 2 weeks following your webinar
- **BONUS 2:** Our *Webinar Presentation Tips sheet* to help you plan your content

B) Expedia Media Greatest Snow& Road to Mighty Combination Campaign:

Utah Regional Partner Buy In Cost: \$4000.00 USD (Featured Tier), \$3000.00 USD (Standard Tier)



Campaign deck [click here.](#)

Tier of Interest _____

Campaign timing: October 2022 (To be in market in line with major USA re opening prediction and airline take off.

Partner Benefit From Campaign:

- Featured Tier – preferred page placements, logo or image inclusion, text, link to bookable regional product (see slide 5 of deck).
- Participating Tier – secondary page placements, logo or image inclusion, text, link to bookable regional product (see slide 5 of deck).
- Matched funding from Expedia towards total campaign value.
- Display campaign running across all EMS sites.
- Share of impressions from total campaign value.
- Full regional tracking of bookings, impressions, room nights and offers booked post campaign.

C) KarryOn Australia Multi Tiered Trade Media Campaign: Utah Regional Partner Buy In Options: \$5500.00 USD (Tier One), \$4000.00 USD (Tier Two), \$3000.00 USD (Tier 3) \$1500.00 USD (Tier 4)



Campaign timing: At partners discretion (one month campaign campaign).

Tier of Interest _____

Month of Interest _____

Partner Benefit from Campaign:

- Comprehensive stand alone partner campaign packages with KarryOn including based on tier which could include a dynamic display takeover, editorial content, video hosting, e blasts, run of network ads and social media posts.

KarryOn deck available by [clicking here.](#)

D) Wholesale Ski Marketing Campaign – Greatest Snow on Earth Ski Focus:

Utah Regional Partner Buy In Cost: \$3000.00 USD



Campaign Timing: May & June 2023 (to align with key market booking timing and Snow Travel Expos)

Partner Benefit from Campaign:

- Product feature with selected ski wholesaler (s) in the month of May on dedicated Utah landing page.
- Product feature on selected ski wholesaler (s) for Snow Travel Expo Flyer.
- Inclusion in selected ski wholesaler content campaign featuring Utah’s Ski Resorts.
- Product feature in stand alone Utah Ski eDMs.
- Social posting per region.
- Share of total volume driven from overall Utah campaign to campaign landing page.

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Full campaign assets to be finalised once total number of UOT partner commitment determined. Comprehensive RFP with market ski wholesalers will be completed and selected based on total investment. (Ski Max, My Snow/ Snow n Ski, Travelplan, Travel & Co, Amped, Mogul)

E) Snow Travel Expos & May Ski Month UOT Partner Opportunity:



Utah Regional Partner Buy In Cost: \$5000.00 USD (Minimum 5 Partners)
Ski Utah Buy In cost: \$10 000.00 USD
Utah Office of Tourism Budgeted cost: \$50 000.00 USD

Campaign Timing: May 2023

Partner Benefit from Campaign:

- Logo inclusion and placement as part of Utah Snow Travel Expo Booth in 2023 in Melbourne and Sydney
- Opportunity to attend and display collateral at Snow Travel Expo Utah Booth in Melbourne and Sydney.
- Activation inclusion at event for each partner during Snow Travel Expo's 2023
- Product Feature in Utah stand alone wholesale flyer for each region distributed at the snow travel Expo.
- Warren Miller TVC Ski Utah Video & Sponsorship.
- Warren Miller Display Image in each film pre roll across Australia and New Zealand
- Inclusion in Utah Night for presenting sponsor intermission interviews.
- Opportunity to attend and/or ship collateral for Warren Miller trade show display in Auckland, Melbourne and Sydney.
- Incorporation of contest element with influencer (Ie – Miss SnowitAll) or other sponsorship opportunity that aligns in the market.

Full campaign assets to be finalised once total number of UOT partner commitment determined.

By signing below I am committing our organization to the confirmed UOT tour operator partner programs we have selected for the 2022-2023 financial year.

(Signed)

(Date)



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DUE: July 31st, 2022**

I _____ of _____
(Signatories Name) (Name of UOT Partner)

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A) Travelweek Canada – Multi Tiered Utah Regional Partners Program:

Utah Regional Partner Buy In Options: \$5550.00 USD (Tier One), \$3000.00 USD (Tier Two), \$2000.00 (Tier 3)



Campaign timing: At partners discretion (one month campaign campaign).

Tier of Interest \$3000.00 USD (Tier Two)

Month of Interest September or October

Partner Benefit from Campaign:

- Content collated eDM written by the Canuckiwi team distributed to 5,100 Canadian agents and 300 media.
- Comprehensive stand alone partner campaign packages with Travelweek based on tier which could include a digital partner home page, editorial content, video hosting, e blasts, webinar promotion and social media posts.

Travelweek deck available by [clicking here](#).

B) Expedia Media Greatest Snow and/or Road Trips Campaign:

Utah Regional Partner Buy In Cost: \$4000.00 USD (Featured Tier), \$3000.00 USD (Standard Tier)



Campaign timing: November 2022 (Greatest Snow on Earth Focus) March 2023 (Road trip focus)

Campaign deck [click here](#).

Tier of Interest \$4000.00 USD(Featured Tier)

Campaign of Interest March 2023

Partner Benefit From Campaign:

- Featured Tier – preferred page placements, logo or image inclusion, text, link to bookable regional product (see slide 5 of deck).
- Standard Tier – secondary page placements, logo or image inclusion, text, link to bookable regional product (see slide 5 of deck).
- Significant funding from Utah Office of Tourism for base line campaign.
- Matched funding from Expedia towards total campaign value.
- Display campaign running across all EMS sites.
- Share of impressions from total campaign value.
- Full regional tracking of bookings, impressions, room nights and offers booked post campaign.

C) Wholesale Ski Marketing Campaign – Greatest Snow on Earth Ski Focus:

Utah Regional Partner Buy In Cost: \$3000.00 USD



Campaign Timing: October 2022 – January 2023 (to align with key Canadian market booking timing)

Partner Benefit from Campaign:

- Product feature with selected ski wholesaler (s) in the campaign period on dedicated Utah landing page.
- Product feature on selected ski wholesaler (s) for Canadian Snow Expos.
- Inclusion in selected ski wholesaler content campaign featuring Utah's Ski Resorts.
- Product feature in stand alone Utah Ski eDMs.
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A) Utah Regional Partners Keeping Connected Educational Program With Destination Webinars & Charlie Trevana:



Utah Regional Partner Buy In Cost: \$2000.00 USD

Campaign timing: At partners discretion (three week campaign).

Month of Interest September

Partner Benefit from Campaign:

- Content collated eDM written by the Canuckiwi team distributed to 4,800 Australia and New Zealand agents and 300 media in their database.
- Fully hosted live 25 minute presentation held TWICE on the same day, normally at 9am & 12pm AEST (other times available).
- Formally introduced, and facilitated Q&A (in addition to 25 minutes presentation time)
- Hosted on Zoom Webinar 500 (max 500 attendees) with branded registration page including email opt-in check box.
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B) Expedia Media Greatest Snow& Road to Mighty Combination Campaign:
Utah Regional Partner Buy In Cost: \$4000.00 USD (Featured Tier), \$3000.00 USD (Standard Tier)



Campaign deck [click here.](#)

Tier of Interest: \$4000.00 USD (Featured Tier)

Campaign timing: October 2022 (To be in market in line with major USA re opening prediction and airline take off.

Partner Benefit From Campaign:

- Featured Tier – preferred page placements, logo or image inclusion, text, link to bookable regional product (see slide 5 of deck).
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Campaign timing: At partners discretion (one month campaign campaign).

Tier of Interest \$3000.00 USD (Tier 3)
Month of Interest August/ September

Partner Benefit from Campaign:

- Comprehensive stand alone partner campaign packages with KarryOn including based on tier which could include a dynamic display takeover, editorial content, video hosting, e blasts, run of network ads and social media posts.

KarryOn deck available by [clicking here.](#)

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 Utah Office of Tourism Budgeted cost: \$50 000.00 USD

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 (Signed)

 (Date)

THE **travelweek** GROUP



Utah Governor's Office *of*
Economic Development

Contact:

Annie Cicvaric

VP Media & Content Strategy

Full Service Marketing

THE TRAVELWEEK GROUP

TRAVELWEEK.CA

E-LEARNING

TRAVELWEEK MAGAZINE

TRAVEL PROFESSIONAL MAGAZINE

DISTRIBUTION AND WAREHOUSING

EMAIL MARKETING



VIRTUAL EVENTS

SOCIAL MEDIA



VIDEOS



FRENCH MARKET



WEBINARS

We have solutions for **ALL** your travel trade marketing needs!

UTAH OFFICE OF TOURISM— Canadian Trade Campaign 2022

Campaign Overview:

Travelweek will create an integrated marketing campaign on behalf of the Utah Office of Tourism and partners leveraging our dynamic multiple media channels and robust travel industry reach.

Objectives:

- Inspire and engage Canadian trade with creative content and learning
- Provide share of voice to Utah Tourism and partners
- Top of mind awareness across multi channel platforms

Measurement:

- Industry reach through database totals and impressions
- Industry engagement with click totals
- full post-campaign report



Media Proposal – Utah Office of Tourism 2022

Initiatives	Tier 1	Tier 2	Tier 3
Digital Home Page – 1x month placement 4x articles, large web banner 1000 x 200, 4x week content box rotating each article weekly on Travelweek Daily newsletter 4x social media posts highlighting each article	1x		
Travelweek Daily Newsletter – 1x week sponsored content (up to 100 words) + opposite facing ad display 300 x 600		1x	1x
Video Hosting – 1x week Featured in Travelweek Daily newsletter Up to 100 words to be included in video showcase		1x	
E-blasts – dedicated messages	2x	1x	2x
Webinar – includes promotion & registration	1x	1x	
Added Value: Social Media posts –each of Facebook + Twitter	2x	2x	2x
Added Value: E-blast with dedicated message	2x	1x	
Total Impressions	894,000	394,500	132,500
Total Investment per partner package: USD Net	\$5,500 (value \$10,210)	\$3,000 (value \$7,670)	\$2,000 (value \$4,540)



Objective

Inspire and engage Canadian travel professionals later part of 2021 and into 2022, with emphasis on educational content via multi-partner campaign.

Strategy

Multi-channel distribution; newsletter eblast, content creation, social media, web

- Bespoke monthly newsletter series showcasing each Travel South partner
- Deployment over 10 months (each newsletter included 4x articles and imagery)
- Article placement on Travelweek.ca
- Social media post each of Facebook and Twitter

Results

317,380 newsletter/website impressions
55,180 newsletter opens
6,720 newsletter/website/social media engagement click throughs
3,808 social media views on Facebook and Twitter



Thank you for your consideration!

Annie Cicvaric



Travel Utah Regional Co-op CA Campaign Opportunities 2022/2023



What are Co-Op Campaigns?

Co-Op Campaigns from Expedia Group Media Solutions combines display advertising with custom landing pages to enable multiple advertisers to extend their marketing spend together, while aligning with marketing budgets and business objectives.



Better Together



Flexible and Customizable



Reach Your Relevant Audience

The screenshot shows the Expedia website interface. At the top, there's a navigation bar with the Expedia logo, a user account section (Hello, Robert), and various menu items like My Lists, My Trips, Support, and language options. Below the navigation is a search bar for hotels in Anaheim, with fields for destination, check-in, check-out, rooms, adults, and children. A search button is visible. The main content area features a promotional banner for Anaheim, titled "Your Southern California Fun Starts in Anaheim!". Below this banner are several cards for different attractions and hotels, each with a "Book Now" button. The cards include: Knott's Berry Farm, Irvine Company Resort Properties, Disneyland Resort Tickets, Howard Johnson Anaheim Playground, and Sheraton Park Hotel at the Anaheim Resort.

Utah Regional Co-op Campaign #1

We understand many of our Utah regional partners would like to drive visitation from Canadian travelers to your destinations.

OUR SOLUTION

Expedia Group is inviting all of Travel Utah's regional partners to participate in a campaign with shared media exposure.

Campaign Dates: 1-30 November 2022

Promoting: Winter/ski Greatest snow on earth, driving travel for December 2022 – March 2023.

Site: Expedia Canada

Media: targeted banner placements driving users to the campaign landing page*.



*Note final media plan will be determined based on the combined participant investment.



Utah Regional Co-op Campaign #2

We understand many of our Utah regional partners would like to drive visitation from Canadian travelers to your destinations.

OUR SOLUTION

Expedia Group is inviting all of Travel Utah's regional partners to participate in a campaign with shared media exposure.

Campaign Dates: 1-31 March 2023

Promoting: Utah road trip and road trip destinations, driving travel for February - mid May 2023.

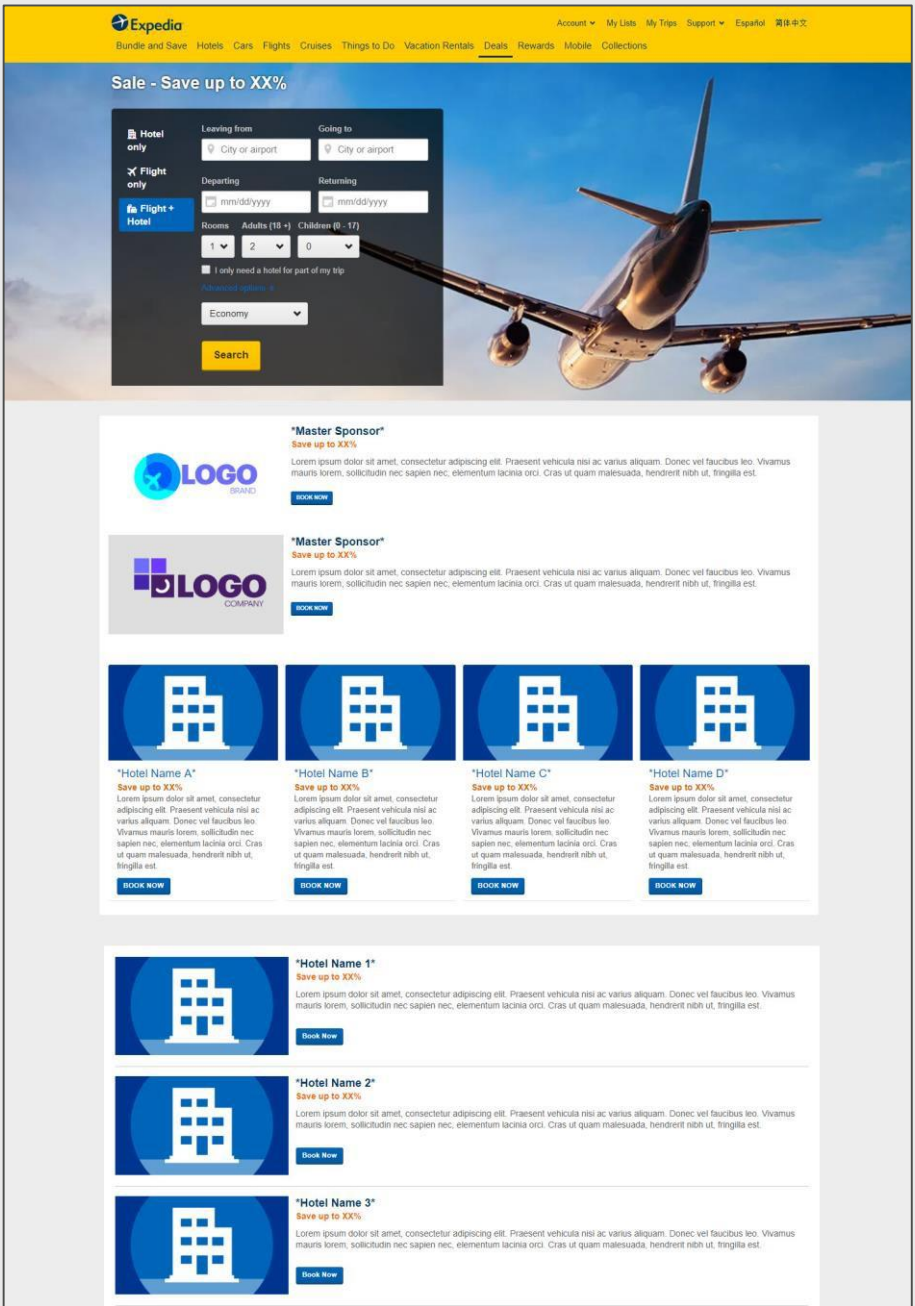
Site: Expedia Canada

Media: targeted banner placements driving users to the campaign landing page*.



*Note final media plan will be determined based on the combined participant investment.





The Cost Per Campaign

1

Presenting Sponsor Tier:

- Travel Utah to take this place

2

Featured Sponsor Tier:

- Cost: \$4,000 USD per participant
- Available for high exposure on landing page
- Up to 4 positions available

3

Standard Sponsor Tier:

- Cost: \$3,000 USD per participant
- Available for most efficient exposure on landing page
- Up to 20 positions available

Utah 2019 CA

Co-op Success Story

GOAL

Driving passengers and room nights for Utah from Canada and showcase Utah's regions.

TIMING

12 October – 9 November 2019

RESULTS



IMPRESSIONS

1.1m+



PAX

2.2k+



ROOM NIGHTS

1.5k+

During the campaign we achieved:

- +2% pax YoY Kane County
- +33% pax YoY San Juan County
- +160% pax YoY Cache County

expedia group[™]

 media solutions





✓ The advertised booking is a package with no cancellations fees in case plans change. ✓ Please check government advisories before booking and traveling.

Sponsored content by VISIT UTAH

Discover Utah's 'Greatest Snow on Earth'®

2020 Skiing Post

In the valley, Utah's mountains become a playground for the skier who has found the perfect spot. It's a place where the powder is so soft and deep that it's like stepping on a cloud. The snow is so good that it's called the 'Greatest Snow on Earth'®. The quality of the snow is what makes Utah a world-class ski destination. The snow is so good that it's called the 'Greatest Snow on Earth'®. The quality of the snow is what makes Utah a world-class ski destination. The snow is so good that it's called the 'Greatest Snow on Earth'®. The quality of the snow is what makes Utah a world-class ski destination.

Watch on YouTube

See Utah Resort Ski City Park City Alta Brighton

Brian Head Resort

Located in the heart of Utah's red rock country, Brian Head Resort offers the perfect getaway for those seeking a peaceful and scenic mountain retreat. The resort is a hidden gem, offering a peaceful and scenic mountain retreat. The resort is a hidden gem, offering a peaceful and scenic mountain retreat. The resort is a hidden gem, offering a peaceful and scenic mountain retreat.

Deer Valley Resort

One of the most beautiful ski resorts in Utah, Deer Valley Resort is known for its exceptional service and world-class skiing. The resort is a hidden gem, offering a peaceful and scenic mountain retreat. The resort is a hidden gem, offering a peaceful and scenic mountain retreat. The resort is a hidden gem, offering a peaceful and scenic mountain retreat.

Select offers in Utah

 Salt Lake City Book Now	 Brian Head Book Now	 Park City Book Now
 Alta Book Now	 Brighton Book Now	 Deer Valley Book Now
 Snowbird Book Now	 Powder Mountain Book Now	 Salt Lake Book Now

Follow us on social media: Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, RSS

Creative Examples: Mar-Apr 2021 CA Ski



LIFE UTAH ELEVATED

Promoted by Visit Utah

Book now, ski later >

Utah: where the next storm is always around the corner

#visitutah #skikutah
#greatestsnowonearth

Ad

LIFE UTAH ELEVATED

Discover Utah

Where the next storm is always around the corner. Book Now, Ski Later.

Utah 2021 CA Recovery Co-op Success Story

GOAL

Driving passengers and room nights for Utah from Canada and showcase Utah's regions.

TIMING

21 August – 30 September 2021

RESULTS



IMPRESSIONS

976k+



PAX

1.2k+



ROOM NIGHTS

935



Discover Utah

5 National Parks, 24 International Dark Sky Places and 7 National Monuments are just the beginning!

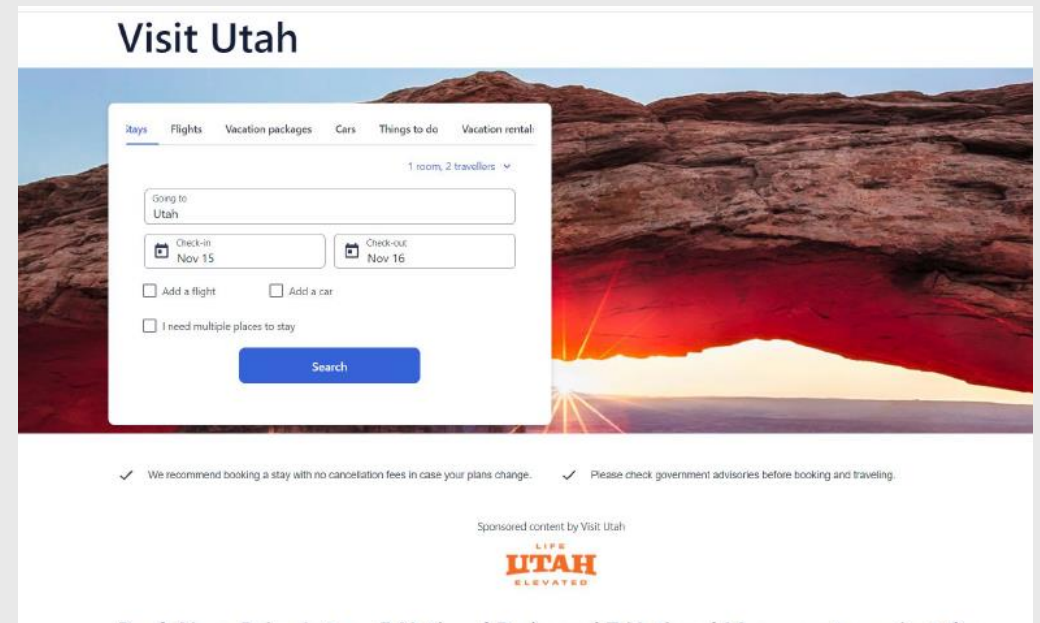


Ad



Discover Utah

5 National Parks, 24 International Dark Sky Places and 7 National Monuments are just the beginning!



Visit Utah

Stays Flights Vacation packages Cars Things to do Vacation rental

1 room, 2 travellers

Going to
Utah

Check-in
Nov 15

Check-out
Nov 16

Add a flight Add a car

I need multiple places to stay

Search

✓ We recommend booking a stay with no cancellation fees in case your plans change. ✓ Please check government advisories before booking and traveling.

Sponsored content by Visit Utah



Visit Utah

Stays Flights Vacation packages Cars Things to do Vacation rentals

1 room, 2 travellers

Going to
Utah

Check-in
Jun 3

Check-out
Jun 4

Add a flight Add a car

I need multiple places to stay

[Search](#)

✓ We recommend booking a stay with no cancellation fees in case your plans change. ✓ Please check government advisories before booking and traveling.

Sponsored content by Visit Utah



Utah: The Ultimate Road Trip - Five National Parks and Eight National Monuments are just the beginning

Discover Utah's hidden gems. Dark Sky places as you wind across America's Filmset®

Utah is home to The Mighty Five® national parks, each connected by some of the most scenic byways and back roads in the USA. These roads curve through lush valleys, roll across red rock domes and climb mountains of pinyon, juniper and pine. They roll by vibrant and historic cities and towns with world class restaurant scenes and a rich selection of museums, cultural attractions and luxury travel experiences, all surrounded by natural beauty. Most importantly these roads take you places you'll want to stop and stay. Places that you likely would have seen in one of more than 400 feature films shot in the state. After all, Utah is America's Filmset®.



Select offers in Utah

Logan Kanab All Utah Flights Packages

Summer Sizzles in Logan Kanab: At the heart of unbelievable Logan: Just get here Kanab: Venture beyond imagination



Summer Sizzles in Logan

Make your escape to Logan where outdoor and indoor adventure await. The national forest is only a 10-minute drive from downtown. Moments from your hotel you can hike, picnic, mountain bike, fish or bird watch. Explore more by renting horses or off-road vehicles. Step back in time at the American West Heritage Center, a huge outdoor living history museum. Hang out with mountain men, 1920s farmers and pioneers. Stroll through downtown Logan with its charming cafes and storefronts with character. Check out a live performance in the historic theatre district. Logan is an easy 90-minute drive north of Salt Lake City and less than four hours from Yellowstone and Grand Teton national parks.

[Learn more](#)

Creative Examples: Road Trips Mar-May 2022



FAQs

Q- How many ads are created?

A – There is one ad created in multiple sizes for the campaign with Travel Utah branding. Regional tourism board branding will be on the landing page.

Q- How many landing pages are created?

A- There is one landing page created for the campaign which the banners will link through to.

Q-How will consumers find the landing page?

A-The campaign will have an overarching media plan to drive traffic to the landing page.

Q – What type of reporting will I receive and when?

A - Reporting is provided at the aggregate Utah state level 4 weeks post the end of the campaign, and we provide each partner with room nights and passengers volumes and YoY variance.

Q – How does our position within each tier get determined?

A – It is determined on a first come, first served basis to signing up.

Q – What do I need to provide once I sign up?

A- This will depend on the tier investment you select but each participant showcased will need to provide their logo, one image and 200 character description.

Q- How will I be invoiced for my participation?

A – Canuckiwi will invoice you for your sponsored tier cost upon launch of the campaign

Confirm your Participation

Register your expression of interest to participate in each or both bursts by including your regional partner name and preferred sponsor tier by **31 July 2022** to Corey Marshall
Corey@canuckiwi.com



THANK YOU

Danielle Gorman
Lead Business Development Manager ANZ

dgorman@expediagroup.com

+61 408 457 073



Directions: To request inclusion on the Commission agenda, complete this Agenda Summary form by following the instructions within the form. Email completed form and any attachments to mnassau@grandcountyutah.net no later than 5:00 p.m. the Wednesday before the requested Commission Meeting (meetings are held the first & third Tuesday of every month at 4:00 p.m. Questions? Contact: Mallory Nassau, Associate Commission Administrator, at (435) 259-1346.

AGENDA SUMMARY
GRAND COUNTY COMMISSION MEETING
(AUGUST 16, 2022)

TITLE:	Council on Aging Board Member Approval
FISCAL IMPACT:	None
PRESENTER(S):	Lorette Eastwood

Prepared By:

Lorette Eastwood
Grand Center Director
182 North 500 West
Moab, Utah 84532
435-259-4102

RECOMMENDATION:

I move to approve the selection of Kim Sherwood as a new Member of Grand County's Council on Aging Board

BACKGROUND:

In the July 11th Open Meeting of the Council on Aging, Kim Sherwood was unanimously agreed upon as the newest member of the Board

ATTACHMENT(S):

FOR OFFICE USE ONLY:

Attorney Review:

For office use only



Board, Commission, and Committee Certification and Application Form

Please fill out this certification, and return it to the Grand County Council Office.

Board Position Applied For: Council on Aging

Name: Kim H. Sherwood P.E.

Address: 106 Arbor Dr

City: Moab State: Utah Zip Code: 84532

Phone Number: 435-260-7273 Email Address: kimshe7@gmail.com

In what year did you establish your current residency in Grand County: 2012

Occupation or professional training: Civil and Environmental Engineer

List your work experience that is relevant to your application for a position on the County Board for which you are applying:

Worked With the Department of
Ecology in Washington State on
Waste Water control and treatment
from Spokane City's Compost Operations.
Worked on a stand alone battery storage
Solar Electric Sign.

List your non-work experience that is relevant to your application for a position on the County Board for which you are applying:

I have continued to study and be
involved in sustainability, both at
our Campground business and in our
private lives

Grand County Resolution has the following board member requirements:

- Must be a Grand County Resident
- Terms shall be for four years, unless a shorter period is required by law
- All terms shall end December 31st with the new member taking office the first meeting in January of the following year
- Board Members shall have the appropriate expertise when required by law

Additionally the State Code has the following requirements for Special Districts

- No appointed member of the board may be a full or part-time employee of the district while serving on the board.
- No person employed by a special service district as a full-time or part-time employee may serve on the governing board of the district.
- A board member may not be compensated separately as a board member and as an employee for providing the same service.
- Each trustee/board member appointed by the County legislative body shall be an elector of the district.

I have read and I certify that all the information on this form is true and correct and I meet the requirements listed above.

Signature: Kim Sherwood

Date: March 15, 2022

AGENDA SUMMARY
GRAND COUNTY COMMISSION MEETING
 MONTH, DAY, YEAR

Agenda Item:

TITLE:	Approving the purchase of two pitching mounds from Anthem Sports
FISCAL IMPACT:	\$5,678.13 (Reimbursed in full by the Recreation Board)
PRESENTER(S):	Angie Book The Old Spanish Trail Director

Prepared By:

Angie Book
 OSTA Director
 (435) 259-1311
 abook@grandcountyutah.net

FOR OFFICE USE ONLY:

Attorney Review:

SUGGESTED MOTION:

I move to approve the purchase of two pitching mounds from Anthem Sports in the amount of \$5,678.13

BACKGROUND:

The Recreation Board has elected to use a portion of their allocated funds to purchase the pitching mounds for the baseball fields at The Old Spanish Trail Arena (OSTA). The Recreation Board will reimburse the County in full for the pitching mounds.

The Old Spanish Trail Arena currently does not have any pitching mounds available for use. Purchasing these two mounds will allow for both youth and high school/adult league.

ATTACHMENT(S):

- Quote Sheet – online pricing
- Quote – Anthem Sports



Quote

Anthem Sports, LLC
 2 Extrusion Dr.
 Pawcatuck CT 06379

Phone	Fax
800-688-6709	860-599-8448
www.anthem-sports.com	

Date	Quote #
7/28/22	68575

Quote for:
Old Spanish Trail Arena Angela Book 3641 S Highway 191 Moab, UT 84532 US

Ship To
Old Spanish Trail Arena Angela Book 3641 S Highway 191 Moab, UT 84532 USA

P.O. No.	Terms	Qt. CSR
	Pre Pay	JL

Anthem Part #	Description	Qty	U/M	Price	Total
A33-705	Junior Game Mound, Green	1	ea	1,410.00	1,410.00
A33-703	Game Mound, Green	1	ea	2,400.00	2,400.00
1	Shipping & Handling Online OrderID: Q11853	1		1,868.13	1,868.13
	Sales Tax			0.00	0.00

Total	\$5,678.13
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**Quote is valid for 30 days unless otherwise specified.
 Our manufactures are increasing prices regularly.**

**Due to supply chain delays estimated lead times
 are also subject to change.**

Return Policy: You may return any new or unused items in original packaging for a refund within 30 days.
 Email info@anthem-sports.com or visit www.anthem-sports.com/EasyReturns for details and exclusions.

Here are the key measurements and dimensions you need to know: Distance from the front of the pitching rubber to the back point of home plate: **46 feet**. Pitching mound height: **6 inches** for younger players **below the age of 11**; **8 inches** for older players **11-13 years old**. **10 inches** for players **14+**. Pitching mound **diameter: 10 feet**.

Color Choices

- Tan
- Red
- Clay
- Green



Proper Pitch Portable Game Mounds

- **A mound so durable you can use steel spikes.** Lightweight and easy to move, these mounds are constructed with a unique high-density polyurethane foam core which is covered with durable 100% Astroturf. A rubber pad is inlaid under the landing area
 - **6" Youth - \$1,635.00**
 - **10" Senior - \$2,825.00**



Portolite 1-piece Game Mound

- **Portolite builds the lightest, most durable baseball pitching mounds on the market.** Portolite pitching mounds give the pitcher the feel of a regulation baseball mound, while also allowing field crews the ability to move it with ease. Baseball pitching mound is designed with a full body, high performance poly protected resilient core with fiberglass reinforcement for a solid, no bounce, yet cushioned mound that reduces knee and ankle strain.
 - 6" - \$1,999.00
 - 8" - \$3,729.00
 - 10" - \$4,099.00

ProMounds Collegiate Practice Pitching Mound
9' L x 4' W x 10' - Green or
Clay - **\$1,210.00**

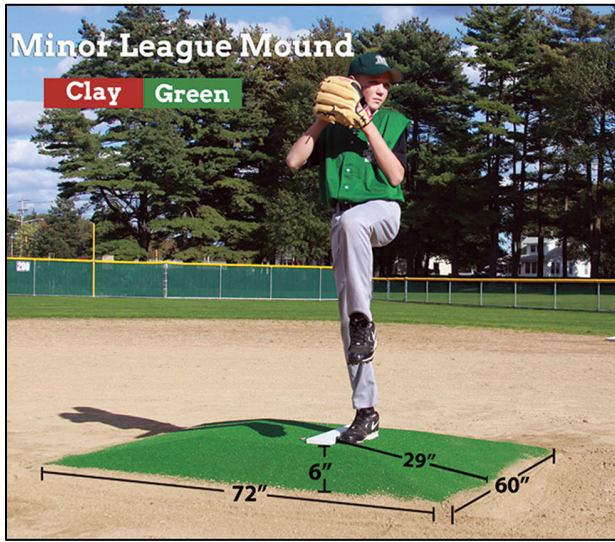
The ProMounds Collegiate Practice Mound is the perfect pitchers training tool for your young pitcher. Manufactured specifically for the college level baseball player, we designed this pitching mound using superior high density foam and new rubberized armor. This 4' wide mound is made with high density foam, PRAT (ProMounds Rubber Armor Technology) technology, spike resistant artificial turf and a built-in pitching rubber. The high density foam creates a durable, lightweight design. The PRAT technology seals the foam and will not scratch or scuff gym floors. The spike resistant artificial turf completes the mound giving you a real game feel. Mound comes with green or clay turf. The ProMounds Collegiate Practice Pitching Mound is the perfect pitching training tool for any serious pitcher looking to throw bullpen sessions all year long.



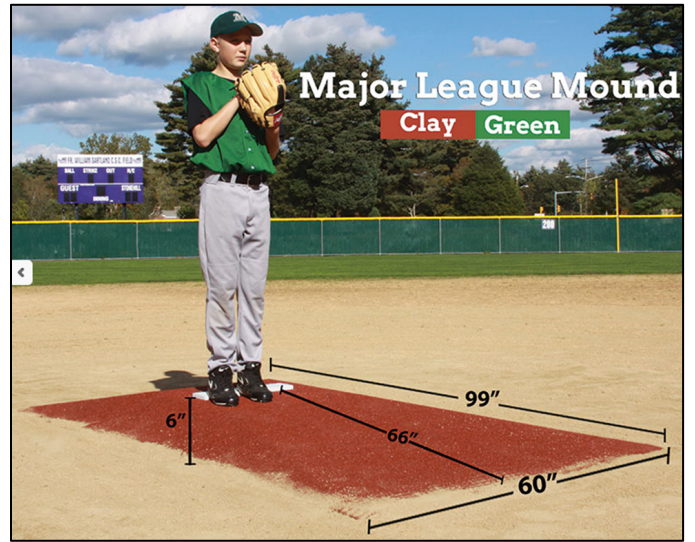
- Pitching mound has a skid proof bottom that will not scratch gym floors.
- 4' wide pitching mound to simulate real pitching mound
- Built-in pitching rubber
- Great for indoor drill work.
- Durable, lightweight and strong.
- Green or clay spike resistant turf.
- Constructed of high density foam and PRAT technology.
- One handle on the side of the mound.
- Stores against a wall, under 12".
- Comes with a mound caddy for easier transportation

ProMounds Portable Game Mounds

Portable mound for use indoors or outdoors. High-density foam is encapsulated in rubber shell and covered in spike-resistant artificial turf. Choose from 99" major league or 72" minor league mound lengths.



\$1,255.00



\$1,415.00

AGENDA SUMMARY
GRAND COUNTY COMMISSION MEETING
16 AUG, 2022

Agenda Item:

TITLE:	Outerbike Event - Local Consent
FISCAL IMPACT:	
PRESENTER(S):	Mallory Nassau, Grand County Commission Administrator

Prepared By:

Quinn Hall
County Comm Assoc
Admin

SUGGESTED MOTION:

I move to approve the Local consent for the 2022 Outerbike event.

BACKGROUND:

Outerbike is an annual outdoor bike expo event generally held at the Brands Trailhead. The event will be held September 30th and October 1st, 2022.

ATTACHMENT(S):

- Local Consent Application
- SE Application

FOR OFFICE USE ONLY:

Attorney Review:

**SINGLE EVENT PERMIT
Local Consent**

PURPOSE: Local business licensing authority provides written consent to the Alcoholic Beverage Control Commission to issue an event permit to an organization for the purposes of storage, sale, offer for sale, furnish, or allow the consumption of an alcoholic product on the event premises. **Authority:** Utah Code 32B-9-201

_____ **Grand County** _____, City Town County
Local business license authority

hereby grants its consent to the issuance of a temporary single event permit license to:

Applicant Entity/Organization: _____ **Western Spirit Cycling DBA Outerbike** _____

Event Name: _____ **Outerbike** _____

Event location address: _____ **7000 US 191** _____ **Moab** _____ **UT** _____ **84532** _____
street city state zip

On the _____ **30th & 1st** _____ day(s) of _____ **September & October** _____, **2022** _____
dates month year

during the hours of _____ **4pm - 6pm** _____, pursuant to the provision of Utah Code 32B-9 for
define hours from - to

the sale of (Check all that apply) Beer Heavy Beer Wine Flavored Malt Beverages Liquor

We are recommending this entity as conducting a civic or community enterprise* Yes No

NOT providing a recommendation

***As Part of local consent required by 32B-9-201(1)(c), the locality *may* provide a recommendation as to whether the entity is conducting a civic or community enterprise.** A civic or community enterprise means a function that is in the nature of a temporary special event such as a social, business, religious, political, governmental, educational, recreational, cultural, charitable, athletic, theatrical, scholastic, artistic, or scientific event. A "civic or community enterprise" generally is a gathering that brings members of a community together for the common good. Single event permits may not be issued to or obtained by an entity or organization for the purpose of avoiding or attempting to avoid the requirement of state retail alcohol licensing.

Authorized Signature

Name/Title

Date