



REGULAR MEETING ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)

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

MINUTES

September 28th, 2022 3:00pm

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

Members in Attendance Jazmine Duncan, Rob Walker

Members in Attendance Remotely August Granath, Mary McGann, Carly Castle, Forrest Rodgers, Karen Guzman-Newton, Emily Campbell, Meghan McFall

Members not in Attendance Elissa Martin, Laici Shumway, Kelly Thornton, Brad Bertoch, Huseyin Deniz

Also Present Ben Alter (Grand County Economic Development (GCED)), Rachel Bartlett (GCED)

Welcome

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

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

Introductions

Presentations, if any

Update on MOAB!, STAR, and Flood Relief grant programs - Ben Alter

00:03:05

{Attached "Grants Update"}

Current year expenditures, last year's strategic priorities, strategic planning process update, and thoughts for 2023 programs and projects - August Granath

00:23:08

{Attached "Program Number..."}

{Attached "Participant ID..."}

{Attached "Average Score"}

{Attached "2022 Economic Diversification Activity Budget (TRT)"}

{Attached "FY21 Rural County Grant Part A"}

{Attached "FY22 Rural County Grant Part A"}

{Attached "FY23 Rural County Grant Part A"}

Emily asked why the initial diversification grant wasn't as successful as it might have been. Ben stated that he felt that there was sufficient response to the grant program even though the experts involved estimated six times as many applications than were received. He followed by saying that the tourism marketing grant didn't have the response anticipated, but that the review committee has submitted feedback on their thoughts on the lack of response and what can be done to improve the program. August added that he is looking into ways to improve the storytelling around the grant programs.

Rob expressed his concern with the ability of GCED to implement programs to fulfill the priorities based on previous experiences. He suggested that a portion of funds be used to add an additional staff member to implement the priorities of EDAB. After individual reflection and group discussion, EDAB developed an initial list of priorities.

{Attached "Governor's Office of Economic Opportunity..."}

{Attached "Travel Council Advisory Board..."}

Discussion and Action Items:

Discussion and approval of Rural County Grant Fiscal Year 2023 application priorities

01:50:40

Rob motioned to approve the Rural County Grant FY23 application priorities. Forrest seconded. No discussion. Passed unanimously.

Discussion and approval of prioritized list of expenditures for diversification carve-out of TRT for calendar year 2023

01:52:06

Rob motioned to approve the prioritized list of expenditures for TRT money dedicated to economic diversification activities for 2023. Forrest seconded. No discussion. Passed unanimously.



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125 E Center Street
Moab, Utah 84532

Join Zoom Meeting:

<https://us02web.zoom.us/j/89815394356?pwd=MlOrMWZLWIZiZ1BMSzV1MzBXOFgydz09>

Call-in: 669-900-6833

Meeting ID: 898 1539 4356

Passcode: 384971

AGENDA

September 28th, 2022 3:00pm

Welcome

Conflicts of Interest, disclosures, ex-parte communication

Citizens to -be- heard

Introductions

Presentations, if any

- Update on MOAB!, STAR, and Flood Relief grant programs - Ben Alter
- Current year expenditures, last year's strategic priorities, strategic planning process update, and thoughts for 2023 programs and projects - August Granath

Discussion and Action Items:

- Discussion and approval of Rural County Grant Fiscal Year 2023 application priorities
- Discussion and approval of prioritized list of expenditures for diversification carve-out of TRT for calendar year 2023

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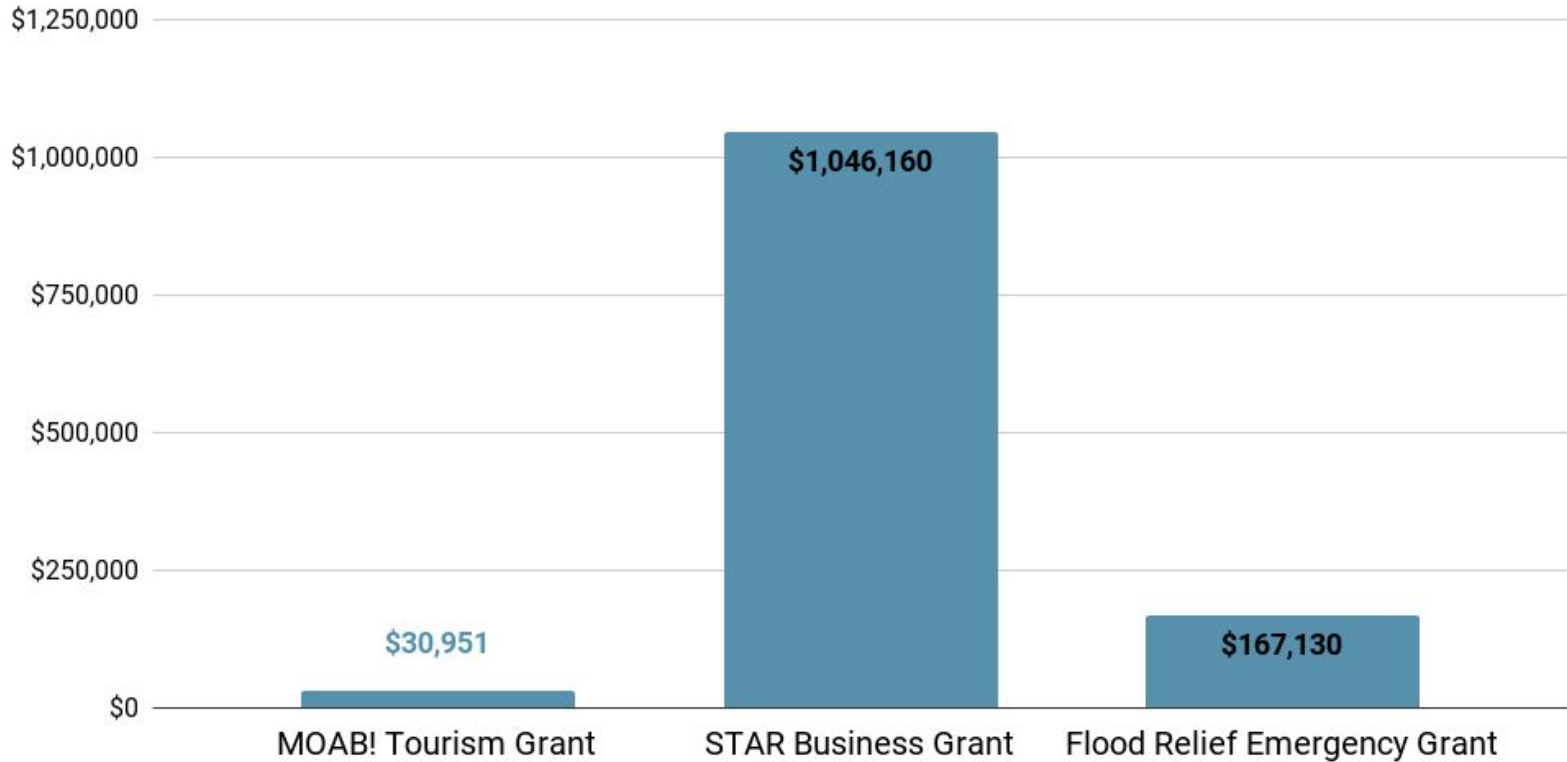
At the Grand County Council meetings/hearings any citizen, property owner, or public official may be heard on any agenda subject. The number of persons heard and the time allowed for each individual may be limited at the sole discretion of the Chair. On matters set for public hearings there is a three-minute 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.



Grants Update



Economic Development Grants Proposed or Funded - 2022



STAR Business Grants undergoing legal review, Flood Relief Emergency Grants funded with some still in review

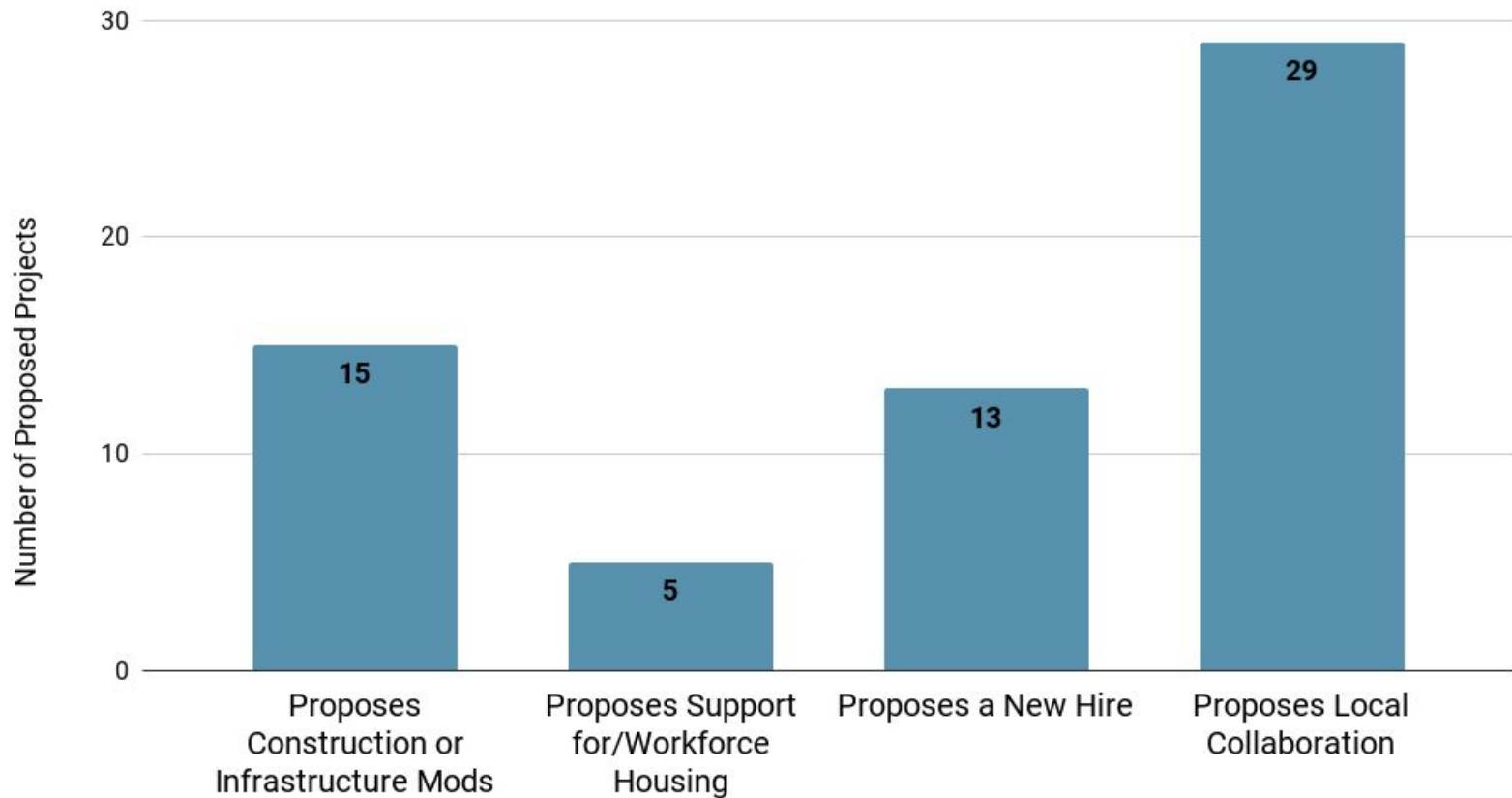


MOAB! Tourism Grant Awardees

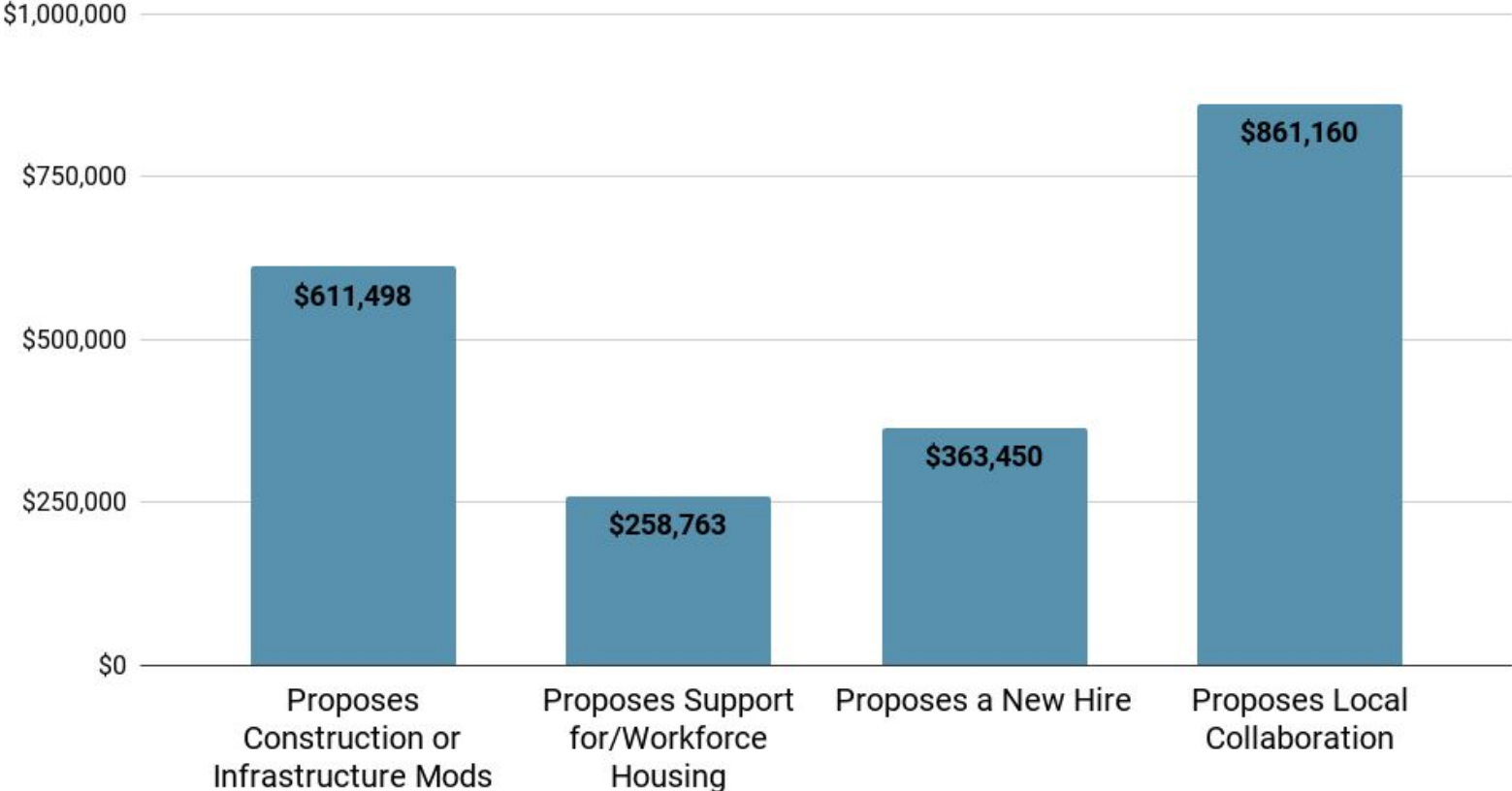
- \$4,120.36 to Desert Power Yoga LLC
- \$4,981.00 to Clapper Adventures LLC
- \$5,000.00 to Desert Wild Corp
- \$4,500.00 to Moab Donuts LLC
- \$4,500.00 to Simply Moab LLC
- \$3,500.00 to Mind Pleasure LLC
- \$4,350.00 to La Duena Mexican Kitchen LLC

To learn more about the grant awardees and program feedback, [click here](#) or review the approval item from the September 6th [county commission agenda](#)

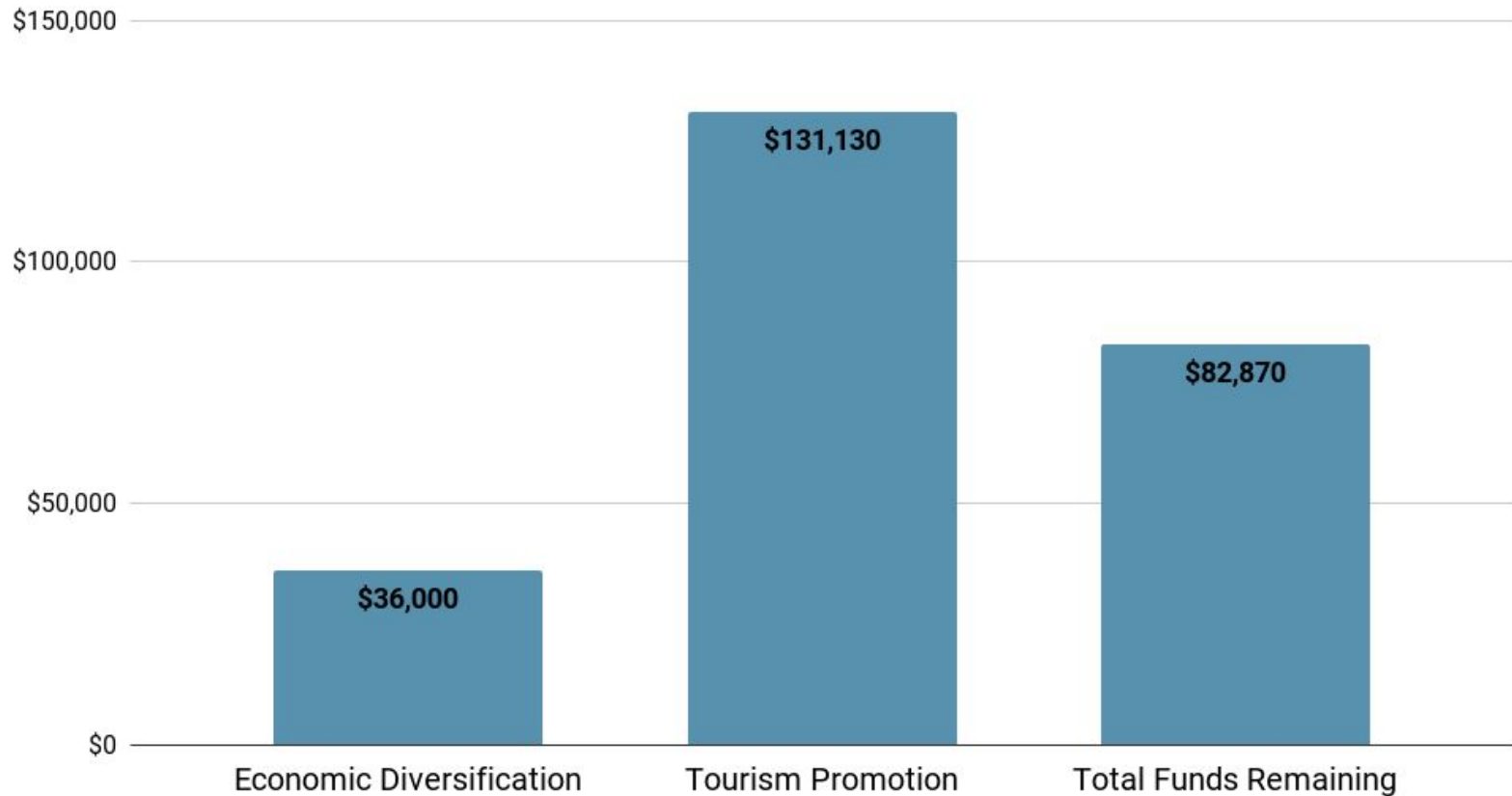
Proposed STAR Business Grants - ED Categories by Project



Proposed STAR Business Grants - ED Categories by Dollar



Flood Relief Emergency Grants - Diversification vs. Promotion Dollars





Flood Relief Emergency Grant Recipients

- Arches Vacation Properties, LLC
- B&A Adventures LLC
- Canyonlands Advertising
- Canyonlands Inn Inc.
- Eddie Mcstiff's Inc.
- Gloria's Corner Cafe, LLC
- HBW Partners LLP
- Hearthspace
- HMD Management
- Lesmeister Group
- Mill Creek Animal Hospital
- Outlaw Jeep Adventures
- Rim to Rim Restoration
- River Canyon Lodge
- Scarlet Rox Salon & Lash Works
- The Gonzo Property Management Company, LLC
- Virginian Inn Motel

Program Number	Program Description	Votes	
1	Master Plan	Economic Data + Economic Master Plan + Fund planing (and execution?) of a needs assessme	7
2	Expansion Grant	Expansion Grant + Rotating Loan Fund + 50/50 Grant with Forgivable Loan	5
3	Upskilling Funds	Scholarships for businesses to elevate the skills of their employees + Grants for upskilling	4
4	Biz Incubator	Small Business Incubator	3
5	Entr Grant	Grant focused on seed funding for entr. +	3
6	Biz Exp Planning	Business Expansion Planning Services	2
7	Apprenticeship	Apprenticeship program/through gov agencies	2
8	Childcare	Childcare grant	1 Gabe
9	Real Estate	Purchase of Real Estate for (housing dev, childcare center, light industrial facility/small manuf	1 Gabe/John
10	Outdoor Coop	Outdoor cooperative, community/training centric facility	1 Gabe/Carly
11		Direct Cash Transfers	Emily
12		Marketing available workforce development	Emily
13		Marketing grant	Emily
14		Providing operating expenses to local affordable housing staff	Carly
15		Providing a housing stipend to essential workers + Money for short term housing - grants?	Brandon
16		Rezoning to open land for residential lots - incentive/assistance to initiate rezoning process	Brandon
17		Water Supply Development	Brandon
18		Increase agri use near Green River (alfalfa)	Brandon

Participant ID **Campbell**

Program Number	Speed	Impact	Reach	Need	Cost	Staying Power	
1		4	4	1	1	5	4
2		1	3	2	4	1	2
3		5	6	7	6	6	6
4		6	5	3	5	8	5
5		2	2	6	2	2	1
6		3	9	4	9	3	7
7		7	7	5	8	7	8
8		8	8	9	7	4	9
9		9	1	8	3	10	3
10		10	10	10	10	9	10

Participant ID **Castle**

Program Number	Speed	Impact	Reach	Need	Cost	Staying Power	
1		3	1	1	1	6	4
2		1	4	3	4	5	7
3		7	8	6	7	2	9
4		6	3	2	5	1	3
5		2	5	8	6	4	6
6		4	7	4	8	3	5
7		5	6	7	3	7	8
8		8	9	9	9	9	2
9		10	2	5	2	10	1
10		9	10	10	10	8	10

Participant ID **Woytek**

Program Number	Speed	Impact	Reach	Need	Cost	Staying Power	
1		5	2	1	1	2	4
2		4	1	5	7	3	5
3		6	7	4	6	5	3
4		9	3	6	3	8	1
5		3	5	8	4	6	6
6		2	4	9	8	4	7
7		8	8	2	5	7	2

8	1	9	7	2	1	8
9	7	10	10	10	10	10
10	10	6	3	9	9	9

Participant ID **Bartosh**

Program Number	Speed	Impact	Reach	Need	Cost	Staying Power
1		7	2	1	1	4
2		2	8	8	10	6
3		3	6	7	9	7
4		10	4	4	3	3
5		5	7	6	8	8
6		6	3	3	4	5
7		1	5	7	5	10
8		4	9	5	2	9
9		8	10	10	7	1
10		9	1	2	6	2

Participant ID **Etchberger**

Program Number	Speed	Impact	Reach	Need	Cost	Staying Power
1		7	1	1	1	1
2		2		7	6	
3		1	3	6	3	
4		10		9		
5		3		2	7	
6		4		7		2
7		8	4	3	4	
8		5	2	5	2	4
9		6		4	5	3
10		9		8		

Participant ID

Program Number	Speed	Impact	Reach	Need	Cost	Staying Power
1						
2						
3						

Average Score

Program Number	Speed	Impact	Reach	Need	Cost	Staying Power	Average
Master Plan	5.2	2	1	1	3.6	2.8	2.6
Expansion Grant	2	4	5	6.2	3.75	5.75	4.45
Entr Grant	3	4.75	6	5.4	5	4.75	4.816666
Biz Incubator	8.2	3.75	4.8	4	5	3.5	4.875
Biz Exp Planning	3.8	5.75	5.4	7.25	3.4	6.5	5.35
Upskilling Funds	4.4	6	6	6.2	5	6.5	5.683333
Apprenticeship	5.8	6	4.8	5	7.75	5.5	5.808333
Childcare	5.2	7.4	7	4.4	5.4	7.25	6.108333
Real Estate	8	5.75	7.4	5.4	6.8	4	6.225
Outdoor Coop	9.4	6.75	6.6	8.75	7	8	7.75

2022 Economic Diversification Activity Budget (TRT)					
Program Name	Budgeted Amou	Adjusted Amour	Expended Amount		Notes
Economic Development Master Plan	\$65,000.00		\$0.00	EDAC	Anticipate initial expenditure before EOY
Local Business Expansion Program	\$500,000.00	\$1,046,160.00	\$0.00	EDAC	Anticipate full adjusted amount to be spent by EOY
Workforce Development Program	\$100,000		\$0.00	EDAC	Anticipate not spending this money by EOY
Diversification Program Marketing	\$50,000		\$1,222.51	EDAC	Anticipate spending this money by EOY on a video production to tell the STAR grant story
Local Business Technical Assistance Staff	\$100,000		\$0.00	EDAC	Anticipate spending at least part of this money by EOY. MOU between USU and Grand County is still in legal review.

FY21 Rural County Grant Part A					
Program Name	Budgeted Amou	Adjusted Amour	Expended Amou	Advisory Party	Notes
Business Grants			\$65,832.00	EDAB	
MARC Co-Working Space			\$10,000.00	EDAB	
Moab Community Child Care			\$15,000.00	EDAB	
Americorps Vista			\$3,300.00	EDAB	
TOTAL			\$94,132.00		
Surplus			\$1,700.04		

FY22 Rural County Grant Part A				
Program Name	Requested Amount	Adjusted Amount	Expended Amount	Notes
Workforce Housing Support	\$42,000	\$126,000	\$126,000	\$67,840 to BAE Nexus Study, \$12k to Housing Series, \$46,160 to Workforce Housing Programs in STAR Grant
Business Support Grants	\$35,000	\$0		
Day Care Grants	\$35,000	\$100,000	\$100,000	
Entrepreneurship Program	\$30,000	\$0		
Canyonlands Business Summit	\$30,000	\$10,000	\$10,000	
Support for Women Owned and Minority businesses	\$25,000	\$0		
Diversity Equity and Inclusion Program	\$15,000	\$0		
Economic Development Outreach	\$10,000	\$0		
Education Grants	\$7,000	\$0		
Remote Working Outreach	\$7,000	\$0		
Am Vista	\$4,000	\$4,000	\$4,000	
TOTAL	\$240,000	\$240,000	\$240,000	
FY22 Rural County Grant Part B				
Program Name	Requested Amount	Adjusted Amount	Expended Amount	Notes
Arroyo Crossing Apartment Complex	\$600,000		\$300,000	

FY23 Rural County Grant Part A				
Program Name	Requested Amount	Adjusted Amount	Expended Amount	Notes
Workforce Housing Support	\$42,000	n/a	\$126,000	\$67,840 to BAE Nexus Study, \$12k to Housing Series, \$46,160 to Workforce Housing Programs in STAR Grant
Business Support Grants	\$0	n/a		
Day Care Grants	\$35,000	n/a	\$100,000	
Entrepreneurship Program	\$0	n/a		
Canyonlands Business Summit	\$30,000	n/a	\$10,000	
Support for Women Owned and Minority businesses	\$0	n/a		
Diversity Equity and Inclusion Program	\$0	n/a		
Economic Development Outreach	\$0	n/a		
Education Grants	\$0	n/a		
Remote Working Outreach	\$0	n/a		
Am Vista	\$4,000	n/a	\$4,000	
Am Vista Stipend	\$14,440			
TOTAL	\$125,440	\$0	\$240,000	
FY22 Rural County Grant Part B				
Program Name	Requested Amount	Adjusted Amount	Expended Amount	Notes
?				



Governor's Office of Economic Opportunity,

On Tuesday, September 28, 2022, the Grand County Economic Development Advisory Board (EDAB) met at a regular meeting to work on a list of priorities to support Grand County's Economic Development Department (EDD) application for the FY23 round of the Rural County Grant Program (RCG).

The EDAB approved the list of 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.

Total Projected RCG Funds, including match for 2023: \$240,000

- I. **Workforce Housing (\$90,000)**
- II. **Childcare (\$90,000)**
- III. **February Summit (\$30,000)**
- IV. **Americorps Vista (\$30,000)**

Signed,

August Granath

Director, Grand County Economic Development



Travel Council Advisory Board,

On Wednesday, September 28, 2022, the Grand County Economic Development Advisory Board (EDAB) met at a regular meeting to work on a list of budget priorities for transient room tax (TRT) expenditures with a focus on the allowable use to establish and promote economic diversification activities in Grand County.

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 September 28 meeting: **<INSERT NAMES HERE>**.

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

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

A. Outside of the scope of deliberation for EDAB.

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 the Economic Development Department
- b) Additional Staff Capacity with a focus on Data/Research, Content/Storytelling, and Program Development.
- c) Strategic Planning
- d) Implementation of strategic planning recommendations
- e) STAR Grant
- f) RCG Match
- g) USU SBDC Partnership
- h) Workforce Development

(1) Apprenticeship program and on-the-job training

- (2) Workforce opportunity and needs analysis
- i) Education Support
- j) Business Development
 - (1) Entrepreneurial Program
 - (2) Business Mentorship
 - (3) Basic Business Education
- k) Commercial Space Development (with a focus on 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. Outside of the scope of deliberation for EDAB.

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. Outside of the scope of deliberation for EDAB.

Signed,

August Granath

Director, Grand County Economic Development