



**REGULAR MEETING  
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)**

Held at the City of Moab Conference Center  
217 E Center Street  
Moab, Utah 84532

[Recording](#)

**MINUTES  
April 24th, 2024 | 3:00pm**

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

**Members in Attendance:** Forrest Rodgers, Shalee Bryant, Melisa Jeffers, Chris Wilson, Mary McGann, Ben Fredregill (Grand County Economic Development), Jazmine Duncan, Ashley Korenblat, Cassie Oliver (Moab Chamber of Commerce), Michael Black, Roger Koyle (Small Business Development Center - USU)

**Members in Attendance Remotely:** Elissa Martin

**Members not in Attendance:** Kelly Thornton, Dave Sakrison

**Also Present:** Sky White (Grand County Economic Development), Rob Walker (Moab Community Childcare), Nikki Wilson (Moab Community Childcare), Katie Murphy (Grand County Planning and Zoning), Melissa Stocks (Grand County Economic Development)

**Welcome**

00:08:20

**Introductions**

00:08:45

**Conflicts of interest, disclosures, ex-parte communication**

00:14:00 - None at this time

**Citizens to -be- heard**

00:14:05 - None at this time

**Presentations, if any**

00:14:10 - None at this time

**Discussion and Action Items:**

**A. Economic Development Department Updates** -Ben Fredregill

00:14:20



Discussion included:

- Trail to Tomorrow Strategic Planning - Business Sentiment Study is complete. Visitor Sentiment Study underway.
- Operation planning is underway with GCATT and GCEDD.
- Data analytics updates: New team member focusing on data analytics. Data dashboard currently live on the EDD website.
- USU SBDC job role modifications are still being discussed. More updates soon.
- UMPTRA tour, 4/23/24.
- EDAB bylaw revision updates are being reviewed by the commission admin. The updated draft will be presented at next month's meeting.
- Spring Spruce Up event was a success. Great opportunity to rev up marketing and support Voluntourism in the County.
- Minority Mountain Bikers' first visit to Moab, 4/24/24 - 4/30/24. EDD supporting tour.

## **B. Optimizing The Moab Visitor Product Mix - *Ashely Korenblat***

00:29:00

{Documents included in posted agenda packet}

Presentation included:

- Understanding the Moab Economy: Moab Product Mix, Moab Customer, Moab Brand. If we want to grow and understand the Moab economy, we need to understand the moving parts.
- Moab Product Mix: Outdoor rec experiences are of high quality. Beginner (sightseers), Intermediate (overlapper), and advanced (adventurers) opportunities.
- Bridging relationships and support will be required from all stakeholders who facilitate the Moab Product Mix.
- Product improvement ideas: Sightseers (length of stay, product improvement offerings - biggest opportunity), Adventurers (length of stay, inspire more spending, product improvement offerings), Overlappers (Equipment availability, length of stay, inspire evolving curiosity into passion, product improvement offerings).
- Moab Brand - Adventurer Epicenter, Mountain Bike Mecca, World Famous OHV Slickrock Playground.
- Opportunities to optimize the Moab Brand through the experience product management and messaging that matches our market segments.



Discussion included:

- Trail Sponsorship opportunities. People find value in the ownership of trails.
- Disconnect between public lands and small business owners.
- Evaluation of the value of trails and the outdoor experiences.
- The Trail Mix model has generated a lot of money for trail development in the past.
- Visitors and businesses want to be included and feel like they are participating in the Moab economy.
- In town, motorized conflict still exists.
- Shoulder season issues.
- Many regions are embracing the Moab model of developing an outdoor recreation tourism economy that also provides an outdoor recreation lifestyle that attracts residents and business investment.

**C. 2023 Rural Community Grant Updates + Future Planning Discussion - Moab Community Childcare, Rob Walker and Nikki Wilson**

{Documents included in posted agenda packet}

01:03:00

Presentation included:

- New preschool opening soon.
- Interest in exploring tourist childcare opportunities. Staffing would need to be recruited and built up. MCC has brought in tourists in the last few weeks. The family was adventuring, and they were thrilled about the opportunity.
- Affordable childcare definitions. MCC tuition cost per child is much less than that of the average rural community.
- Tuition and grants fund MCC programs currently, including tuition assistance for those in need.
- The focus has been on efficiency in MCC programs to reduce costs for families.
- Subsidies are necessary for many families to send their children to MCC programs. Families need support to apply for these subsidies.
- Employers are also starting to support childcare needs for their employees.

Discussion included:

- Staffing and future growth needs.
- Booking childcare - advance booking, etc.
- Tourism childcare, how to book, and the great demand for adventurer tourists.
- Long-term strategic plan beyond 2026 - break-even target. Grow school district connection. Explore tourism partnership opportunities.
- Growth has been rapid over the last few years.
- Demand for our services is high.



- 2025 RCG ideas for additional support.
- TRT funding for advertising childcare - tourism generation.
- Partnership opportunities with hotels to support tourists staying with them.

#### **D. 2024 Rural Community Grant + Rural Communities Opportunity Grant - Planning and Discussion**

{Documents included in posted agenda packet}

01:40:00

Discussion included:

- Review of grant guidelines.
- Evaluation should include all areas in Grand County, including Thompson Springs.
- Reporting for 2024 starts May 15, 2024, and ends September 1, 2024.
- Outreach for opportunities - how to proceed. Letters of Interest? Advertising? What are the rules?

#### **Consideration of Future Agenda Items**

Discussion included:

- RCG Applications.
- BOI Reports - Beneficial Ownership Information Report. Businesses registered a business after Jan 1, 2024, must file a BOI report after 90 days.

At 02:01:00, Shalee adjourned the meeting. Forrest had to leave the meeting early.