Regular Meeting
Economic Opportunity Advisory Board

Held at the Grand County Commission Chambers
125 E Center Street
Moab, Utah 84532

AGENDA
November 20, 2024

Zoom And Youtube Meeting Information

Join Zoom Meeting
Https://Us02web.Zoom.Us/J/85443667970?Pwd=Anb3v2xocde2uzf2k0hlmdnxk1fkdz09

Meeting ID: 854 4366 7970
Passcode: 2024

Call To Order

Citizens To Be Heard

Opening Items

- **Welcome**
- **Introductions**
- **Conflicts Of Interest, Disclosures, Ex-Parte Communication**
- **Citizens To Be Heard**
- **Presentations, If Any**

Discussion And Action Items

Approval Of October 30, 2024, Meeting Minutes

Review And Possible Approval Of Changes To Board Bylaws

- **Review Of Initial Complication: Operational Definition Of "Workforce Development Representative"**
- **Presentation Of New Complication: General Compliance With Utah Code 63N-4-803**
- **Brief Discussion Of Current Board Composition, Including Unfilled Or Inconsistent Seats**
- **Action To Forward Revised Bylaws To Grand County Commission For Approval**

Discussion: Trail To Tomorrow Action Plan & Approval Process

- **Presentation By Melisa Jeffers**
- **Board Discussion And Possible Action**

Upcoming GOEO Visit: December 18, 2024

Consideration Of Future Agenda Items

- **Interview Candidates For Board Openings During December 2024 Meeting**
  - **Member Of The Public Who Lives In The County (Melisa Jeffers)**
  - **Private Sector Representative (Chris Wilson)**

Adjourn

NOTICE OF SPECIAL ACCOMMODATION DURING PUBLIC MEETINGS. In compliance with the Americans with Disabilities Act, individuals with special needs requests wishing to attend Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees 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 the Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees 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 and other Grand County Boards, Commissions, or Committees 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 maybe 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 GrandCounty Commission's Office,125 East Center Street, Moab, Utah; (435)259-1346.**

REGULAR MEETING
ECONOMIC OPPORTUNITY ADVISORY BOARD (EOAB)

Held at Grand County, Utah Commission Chambers
125 E Center Street
Moab, Utah 84532
10/30/24 Economic Opportunity Advisory Board

MINUTES

October 30, 2024 | 3:00pm
****Time stamps (HH:MM:SS) correspond to the video****

Members in Attendance: Forrest Rodgers, Chris Wilson, Cassie Oliver, Debra McKee, Randy Martin, Mary McGann, Ben Fredregill

Members in Attendance Remotely: Zac Whitwell, Jazmine Duncan, Melisa Jeffers

Non-members in Attendance: Ben Alter (staff), Ali Harford (staff), Cassie Oliver (Moab Chamber)

Non-members in Attendance: Remotely: Murice Miller

Welcome
00:00:35
Introductions
00:01:00
Conflicts of interest, disclosures, ex-parte communication
00:08:10

a. Jazmine noted that she is friends with the director of the Beacon Afterschool program.

Citizens to -be- heard
00:08:45, none at this time
Presentations, if any
00:08:45, none at this time

Discussion and Action Items:

I. Approval Of Meeting Minutes From July 31, 2024, August 13, 2024, And September 25, 2024 (00:08:50)

a. Chris motioned to approve the minutes. Randy seconded the motion. No discussion. Passed unanimously.

II. Recap Of Rural County Grant Discussion With The Governor's Office Of Economic Opportunity (00:10:35)

a. Ben F. introduced the discussion.

At 00:11:45, Ashley joined the meeting in person.

b. Ben F. reported the Governor's Office of Economic Opportunity (GOEO) stated concerns regarding continuous funding of Moab Community Childcare (MCC). He explained that MCC has been funded by a "phased approach" and is on its way to financial sustainability. He also discussed the Moab Chamber's portion of the recent Rural County Grant proposal. Debra provided further details on the discussion. Ben F. also discussed the required membership of the board. Debra reiterated the need for a "full board" to pursue GOEO grants.
c. Forrest, Alishia, and Mary discussed the goals of the board and noted that proposals from MCC and the chamber aligned with major economic development needs.
d. Ben A. and Zac clarified the board's bylaws and how they differ from state code regarding Community Economic Opportunity codes. Melisa expressed excitement that Zac could provide insights as to how GOEO funds and Department of Workforce Services (DWS) programs are administered throughout the state. Forrest asked Ben A. to circulate the most recent Rural County Grant application to board members.

III. Review Of Trail To Tomorrow Strategic Plan (00:27:45)

a. Ben A. discussed his work to identify key community partners that will support the Trail to Tomorrow Strategic Plan's identified workforce pipeline needs. He discussed recent meetings with the directors of the High School's Career and Technical Education program, Grand Area Mentoring and the Beacon Afterschool program. Ben A. discussed programs administered by these partners that are already meeting the needs of local workforce development, especially for at-risk students. He also discussed local high schoolers' perceptions of housing affordability in Moab and their predominant desire to remain in the area.
b. Forrest invited Murice to discuss the Beacon program. Murice described the benefit Beacon provides for working parents as well as enrolled students. A Beacon student who joined Murice voiced his appreciation for the Beacon program. Jazmine reiterated the important "gap" Beacon fills for working parents in Moab, and that the program is free. She also discussed their challenging financial structure, which Murice elaborated on.
c. Zac provided information on his co-worker Jerry Pruitt's work with Grand County youth, which focuses on paid internship and on-the-job (OJT) training programs.
d. Ashley suggested the board create a subcommittee with the chamber to better-support student success programs. She also advocated for the board to create "action steps" in response to the Trail to Tomorrow plan. Melisa voiced her support for Ashley's plan and for coordinating youth program providers in Grand County to determine an action plan. Forrest voiced support for a "working session" that focuses on supporting Grand County's workforce pipeline.
e. Ben F. encouraged the group to also consider previous funding asks from community partners, especially when they align with strategic plan initiatives. Cassie noted that the school district's new leader is eager to see test scores improve. Ben encouraged the board to plan ahead for future grant rounds using the strategic plan so that when

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partners experience disruptions the board is not challenged to identify new funding initiatives.

f. After a brief break, Forrest invited conversation on the Trail to Tomorrow plan. Ben F. discussed Utah State University's (USU) recent Basecamp program in which visitation-focused agencies and land managers discussed best practices and findings.
g. Ashley advocated for breaking the board's efforts into "bite-sized pieces," noting that visitation marketing and workforce development represent two different projects. She and Ben F. discussed different projects to consider.
h. Chris suggested the board not assume the county commission has implicitly approved the Trail to Tomorrow plan, adding that the board should be tasked with bringing that plan to their attention and identifying their priorities. He also advocated for revising the general plan's economy section in line with the Trail to Tomorrow plan. The board discussed counterproductive tourism economy rhetoric and creating an action plan aligned with the Trail to Tomorrow plan.
i. Ben A. voiced his hope that the strategic plan would be approved within a determined process alongside the general plan, and noted that an action plan would give staff better direction on how to execute the strategic plan. He also cautioned the board's involvement in tourism promotion strategy, noting that it is just one section of the plan and already is under the focus of many, more relevant stakeholders.
j. Melisa noted her agreement with both Chris and Ben A. and suggested how the board could become a leader in identifying important economic development projects for the county commission and community.
k. Mary and Ashley discussed next steps, with Mary voicing concerns over an unclear process forward. Chris, Mary and Ashley discussed the process of bringing forward the strategic plan and general plan.
l. Cassie advocated that the board work with the Moab Area Travel Council Advisory Board to identify shared goals in the process. Ali and Ashley discussed the marketing efforts highlighted in the strategic plan.
m. Forrest suggested the board schedule a work session and Ben suggested that the session could benefit from a facilitator. The board discussed the merits of a working session and decided on a date. Ben A. and Mary asked for clarification on the scope and goal of the working session. Chris explained that the goal was to move forward a draft of the economic section of the general plan for commission approval, in line with the strategic plan. The board discussed the meeting time, location, and the decision to public notice the workshop to allow full board participation.

Consideration of future agenda items (01:41:55)

a. Forrest suggested the board discuss its December meeting during its regular November meeting. He suggested the board review staff's proposed revisions to the bylaws during its November meeting, too.
b. Ben F. noted that some board members had discussed meeting to discuss a "community incubator" and textile programs, adding that he did not want to let that topic become forgotten. Chris advocated for approaching it in the new year following work on the strategic plan, noting the two items' connectedness.

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c. The board briefly discussed a recent New York Times article about Moab that was receiving positive attention globally.
d. Ben A. asked for clarification regarding future meeting dates. He also proposed revising the bylaws primarily online to save time at future meetings.
e. Ben A. asked if Debra could connect the board with the Governor's Unified Economic Plan team to assess potential strategy alignment and associated funding. Debra said she would talk to Colette to create this connection.

At 01:50:15, Forrest adjourned the meeting.

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Effective 7/1/2022

63N-4-803 County Economic Opportunity Advisory Board.

(1)

(a) Each rural county that seeks to obtain a grant from the office under Subsection 63N-4-802(4)(a), shall create a CEO board composed of at least the following members appointed by the county legislative body:

(i) a county representative;

(ii) a representative of a municipality in the county;

(iii) a workforce development representative;

(iv) a private-sector representative; and

(v) a member of the public who lives in the county.

(b) The county legislative body may also appoint additional members with experience or expertise in economic development matters.

(c) In appointing members of the CEO board, the county legislative body may consider gender and socioeconomic diversity.

(2) Each CEO board shall assist and advise the county legislative body on:

(a) applying for a grant under Subsection 63N-4-802(4)(a);

(b) what projects should be funded by grant money provided to a rural county under Subsection 63N-4-802(4)(a); and

(c) preparing reporting requirements for grant money received by a rural county under Subsection 63N-4-802(4)(a).

Renumbered and Amended by Chapter 362, 2022 General Session

Exhibit A

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Grand County Economic Opportunity Advisory Board (EOAB) ByLaws

ARTICLE I. NAME OF ORGANIZATION

The Grand County Economic Opportunity Advisory Board (EOAB).

ARTICLE II. Economic Opportunity Advisory Board (EOAB) Purpose

Open and Public Meeting Utah Code Utah Code 52-4-104.

Ordinance 593 An ordinance establishing policies and procedures for conflicts of interests of Grand County Officers.

Ordinance 674 An ordinance of the Grand County Council establishing a process for the amendment and adoption of by-laws for boards, commissions, and committees.

The Board exists to strengthen and further economic opportunity, workforce development, and business services across Grand County. The Board:

- Advises the Economic Development Department and Grand County Commission on issues pertaining to economic opportunity, including economic development, economic diversification, and economic inclusion.

Specific responsibilities and activities include:

- Advises ~~I~~ on the strategic direction of the Economic Development Department
- In coordination with the Planning and Zoning Department, the Community Economic Opportunity (CEO) board ~~CEOB~~ may review zoning regulations and count general plan language relevant to an economic development ~~opportunity~~ and make recommendations that enhance economic opportunity in Grand County.
- Serves as a resource for the County's Economic Development Department, Planning and Zoning Department, and the County Commission.
- Liaise with the Rural Opportunity Program-managed by the Governor's Office of Economic Opportunity (GOEO), as established in Utah Code Subsection 63N-4-802(4)(a).
- Assist and advise the Economic Development Department and County Commission on applying for grants under the Rural County Opportunity Program, including but not limited to the Rural County Grant and the Rural Communities~~y~~ Opportunity Grant.
- Make recommendations to the County Commission for projects that qualify for grant funds through the Center for Rural Development, including the Opportunity Program, and assist

and advise on preparing reporting requirements for grant money received under the Rural Opportunity Program.

ARTICLE III. MEMBERSHIP

Section 1. Required~~Eligibility for~~ Membership

In accordance with Utah Code 63N-4-803(1)(a), Grand County "shall create a CEO board composed of at least the following members appointed by the county legislative body:

~~The County's legislative body shall appoint members of the Board in accordance with Utah Code 63N-4-803, which states that each CEO boardB shall be composed of at least the following members:~~

- (i) a county representative;
- (ii) a representative of a municipality in the county;
- (iii) a workforce development representative;
- (iv) a private-sector representative; and
- (v) a member of the public who lives in the county.

These members represent the principal members of the CEO board; their consistent and active membership is required in order for Grand County to pursue the Rural County Grant, Rural Communities Opportunity Grant, and similar programs administered by the Utah Governor's Office of Economic Opportunity (GOEO). Refer to Utah Code 63N-4-803(2)(a-c).

During staff meetings between GOEO and Grand County Economic Development in November of 2024, the GOEO staff clarified that the above members are voting members of the CEO board.

Regarding required member (i), "a county representative," a member of the Grand County Commission Administration team will serve in this role. The GOEO has indicated this role should not be filled by an elected official, which aligns with Grand County's general board membership policy. Grand County Economic Development staff, including the director, may not serve in this role as they are the recipients of the board's advice and direction.

Regarding required member (iii), "a workforce development representative," the membership of this role is not bound solely to Utah Department of Workforce Services staff. During staff meetings between GOEO and Grand County Economic Development in October of 2024, the GOEO provided Grand County with its interpretation of what may constitute "a workforce development representative. The GOEO's language has been used to dictate this board's operational definition of "a workforce development representative," which is as follows:

a. individuals engaged in career and technical education or other student success programs;
b. individuals engaged in upskilling or workforce training programs oriented towards

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Commented [1]: Add language that establishes that this will come from commadmin; note GOOE's preference that this NOT be a commissioner, which aligns with county policy

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c. individuals who are engaged in business assistance and resource navigation enterprises; or,

d. individuals who are employed by or oversee major regional employers where workforce retention and development are clear strengths.

~~The County legislative body may also appoint additional members with experience or expertise in economic development matters.~~

~~In appointing members, the County legislative body may consider gender and socioeconomic diversity.~~

Section 2. Additional Membership

Additionally, Utah Code 63N-4-803(1)(b-c) states:

(b) The county legislative body may also appoint additional members with experience or expertise in economic development matters. The County legislative body may also appoint additional members with experience or expertise in economic development matters.

(c) In appointing members of the CEO board, the county legislative body may consider gender and socioeconomic diversity. In appointing members, the County legislative body may consider gender and socioeconomic diversity.

As such, the Grand County's CEO board shall consist of the following additional members:

~~A. The board shall consist of at least six (6) non-voting members and no more than seven (7) voting members;~~

i. Ex-Officio
   i. One (1) voting member nominated by the Moab Area Chamber of Commerce
   ii. One (1) non-voting staff member from the Grand County Planning & Zoning Department
   iii. One (1) non-voting member nominated by Utah State University
   iv. One (1) non-voting member of the Grand County Commission
   v. One (1) non-voting City of Moab elected official or staff representative
   ~~v.~~vi. One (1) non-voting member: the Grand County Economic Development Director
   ~~vi. One (1) non-voting municipality elected official or staff representative~~

ii. Appointed
   i. Two additional ~~Three~~ (2~~3~~) voting members of the private sector ~~representatives~~ who reside in the county
   ii. One additional ~~Two~~ (1~~2~~) voting member~~s~~ of the public who resides in the

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iii. ~~One (1) voting member with demonstrated experience in regional workforce development;~~

A. Ex-Officio members will serve until otherwise unable or a successor is chosen Appointed members will serve a term of four years, and may serve a maximum of two consecutive terms.

~~B.~~

B. A member whose term has expired may continue to hold office until a successor is appointed and qualified.

~~C.~~

~~D.~~C. A vacancy occurring in the board shall be filled for the unexpired term in the same manner as was the original appointment.

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ARTICLE IV. MEETINGS AND ORGANIZATION

Section 1. Open Meetings

All regular meetings, special meetings, and workshops are open to the public and will be noticed in accordance with the requirements of The Open and Public Meetings Act.

Section 2. Regular Meetings

Regular Commission meetings will be held once a month unless there are mitigating circumstances, such as a lack of a quorum, lack of items to be discussed, holidays or other circumstances.

Section 3. Annual Trainings

Commission members are required to attend an annual Open Meetings Training, as provided by Grand County or an online equivalent training.

Section 4. Special Meetings and Workshops

Special meetings and workshops may be called by the chair or a simple majority of the board.

Section 5 Notice of Meetings

Electronic notice of each meeting shall be given to each voting member not less than two days prior to the meeting. The board will also follow The Open and Public Meetings Act (Utah Code Title 52, Chapter 4), which mandates that notice and the agendas of public meetings be available to the public.

Section 6. Quorum

A quorum for a meeting of the members shall consist of a majority of the voting Board membership. The presence, in person or via phone, of a majority of current members of the board shall be necessary at any meeting to constitute a quorum to transact business, but a lesser number shall have power to adjourn to a specified later date without notice.

Section 7. Voting

All issues to be voted on shall be decided by a simple majority of voting members.

ARTICLE V. MEMBER RESPONSIBILITIES & TERM

Section 1. Member Responsibilities

The board shall assist and advise the County legislative body on:

A. Applying for Rural County Grant Program (RCGP) opportunities.
B. Projects to be funded through Rural County Grant Program (RCGP) opportunities.
C. Preparing reporting requirements for grant money received through Rural County Grant Program (RCGP) opportunities.

Section 2. Reporting Responsibilities

The Board will review and vote to approve all interim and/or final RCGP reports. The Board will recommend report approval by the County Commission and submit to the Office of Rural Development according to established RCGP deadlines.

A. Section 4. Resignations and Removal Any member may resign by filing a written resignation with the board. A member can have their membership terminated by the County's legislative body.
B. The Board may request that the County legislative body remove any member who fails to fulfill performance requirements.

After any member of the board has had three unexcused, consecutive absences from Board meetings, the Board will have the privilege of reviewing the case, and after notification of the member, will have the power to recommend to the County legislative body to remove the member from the board.

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ARTICLE VI. OFFICERS

The officers of this Board shall be the Chair and Vice-Chair. All officers must be active members of the Board.

Section 1. Chair

The Chair shall preside at all meetings of the Board, and ensure that all reporting requirements set by the Office of Rural Development and/or rural partnership board shall be met in collaboration with appropriate County staff or official(s). The Chair shall work with the Department Head to set meeting agendas.

Section 2. Vice-Chair

The Vice-Chair shall be vested with all the powers to perform all the duties of the Chair during the Chair's absence.

Section 3. Election of Officers

A. The Chair and Vice-Chair shall be elected as the first item of business at the first meeting of the year. They shall serve for a term of one year or until their successors are elected. Their term shall start the meeting following the election.
B. If the office of the Chair or Vice-Chair becomes vacant, the Board shall elect a successor from its membership who shall serve the unexpired term of the predecessor.

Section 5. Vacancies and Interviews

A. Department staff shall notify the current Board of those members whose terms will expire at the end of the calendar year.
B. Any Board vacancies ~~—~~ shall be advertised by staff and all qualified applicants shall be interviewed by the board in an open and public meeting.
C. In cases where a vacancy is created during the middle of a Board member's term (mid-term vacancy), staff shall notice the vacancy as per county policies.
D. A recommendation shall be made to the County legislative body. Board appointments are not final until the County legislative body makes a formal appointment.

ARTICLE VII. – Conflict of Interest and Ethics Disclosure

Board members shall adhere to Grand County policy as stated in the County Ethics and ~~–~~Conflict of Interest Ordinance 593, or any subsequent amendment thereof, regarding conflicts of interest.

a) Determining Whether a Conflict of Interest Exists. After disclosure of the financial interest and all material facts, and after any discussion with the interested person, he/she shall leave the governing Board or committee meeting while the determination of a conflict of interest is discussed and voted upon. The remaining Board or committee members shall decide if a conflict of interest exists.

b) Procedures for Addressing the Conflict of Interest

1. An interested person may make a presentation at the governing board or committee meeting, but after the presentation, he/she shall leave the meeting during the discussion of, and the vote on, the transaction or arrangement involving the possible conflict of interest.

2. After exercising due diligence, the governing board or committee shall determine whether the Organization can obtain with reasonable efforts a more advantageous transaction or arrangement from a person or entity that would not give rise to a conflict of interest.

3. If a more advantageous transaction or arrangement is not reasonably possible under circumstances not producing a conflict of interest, the governing board or committee shall determine by a majority vote of the disinterested directors whether the transaction or arrangement is in the CEO~~B~~ board's best interest, for its own benefit, and whether it is fair and reasonable. In conformity with the above determination it shall make its decision as to whether to enter into the transaction or arrangement.

c) Violations of the Conflicts of Interest Policy

1. If the governing board or committee has reasonable cause to believe a member has failed to disclose actual or possible conflicts of interest, it shall inform the member of the basis for such belief and afford the member an opportunity to explain the alleged failure to disclose.

2. If, after hearing the member's response and after making further investigation as warranted by the circumstances, the governing board or committee determines the member has failed to disclose an actual or possible conflict of interest, it shall take appropriate disciplinary and corrective action.

EOAB Revisions in Membership & Voting Ability

Member	Current Role	Votes in Current Role?	Revised Role	Votes in Revised Role?
Ben Fredregill	County rep.	No	Director of EDD	No
Jazmine Duncan	Municipality rep.	No	Municipality rep.	Yes
Zac Whitwell	Workforce dev. rep.	No	Workforce dev. rep.	Yes
Chris Wilson	Private-sector rep.	Yes	Private-sector rep.	Yes
Melisa Jeffers	County public	Yes	County public	Yes
Randy Martin	Moab Chamber	Yes	Moab Chamber	Yes
Amy Weiser	County P&Z	No	County P&Z	No
VACANT	USU Moab	No	USU Moab	No
Mary McGann	County commission	No	County commission	No
Cory Shurtleff	Moab City rep.	No	Moab City rep.	No
David Sakrison	Private-sector rep.	Yes	Private-sector rep.	Yes
Ashley Korenblat	Private-sector rep.	Yes	Private-sector rep.	Yes
Forrest Rodgers	County public	Yes	County public	Yes
CommAdmin	n/a	n/a	County rep.	Yes

= this role is required on the board per state code   = represents a major change in membership or voting ability

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Grand County Economic Opportunity Approach Outline

Situational Overview

- Executive Summary
- Current Economy
    - Three categories of economic impact—direct, indirect, and induced. The findings from the Trail to Tomorrow economic analysis addressed only direct impacts.
- Economic Role
    - It is clear from the cold and warm data that Grand County's economy depends on facilitating public land visitation and use. What does that mean?
- Economic Assets
    - Infrastructure
        - Built
        - Human (highly skilled workforce in facilitating public land visitation and use
    - 3M+ annual visitors to public lands
- Economic Constraints/Challenges
    - Workforce
        - Housing Scarcity
        - Community Wellbeing
            - Education

Approach

Summary—*Strengthen, Develop, Diversify, Evolve*

Plan

Strengthen. Focus on removing barriers and challenges to monetizing the role in facilitating public land visitation and use.

- Resident Sentiment
- Housing Scarcity
- Community Wellbeing

Develop. Focus on strengthening our current role of facilitating public land visitation & use.

- Partner with Public Land Managers to Strengthen GC's role as facilitator of public land visitation and use
- Promote GC's role as facilitator of public land visitation and use

Diversify. Focus on cultivating new roles that leverage existing assets.

- Education & Training
  - EMS, Guide, Seminars & Workshops
- Hosting
  - Weddings, Corporate Retreats, Groups & Gatherings
- Content Creation
  - Film, Photography, Podcasting & Location

Evolve. Focus on cultivating a culture of entrepreneurship by observing trends unrelated to current assets with a continuous feedback loop of measuring, analyzing, and incorporating findings.

- Resourcing and supporting new business startups
- Cultivating an entrepreneurial culture and ecosystem