SPECIAL WORKSHOP
ECONOMIC OPPORTUNITY ADVISORY BOARD (EOAB)

Held at Economic Development Office
84 N 100 E
Moab, Utah 84532

11/7/24 Economic Opportunity Advisory Board Special Workshop

MINUTES
November 7, 2024 | 9:00am
****Time stamps (HH:MM:SS) correspond to the video****

Members in Attendance: Chris Wilson, Randy Martin, Mary McGann, Melisa Jeffers, Ashley Korenblat

Members in Attendance Remotely: Dave Sakrison, Jazmine Duncan

Non-members in Attendance: Ben Alter

Welcome
00:01:00
Introductions
00:01:35
Conflicts of interest, disclosures, ex-parte communication
Citizens to -be- heard
Presentations, If Any

- **Ben Alter, Grand County Economic Development: Recommended Process For Trail To Tomorrow Strategic Plan Prioritization & Adoption (00:02:50)**
  Ben presented the "Recommended Process for Trail to Tomorrow Strategic Plan Prioritization & Adoption" document. He discussed the creation of the recommended process following advice from the Economic Development Director, Planning and Zoning Director, and Commission Administration team. Board members discussed and asked questions regarding the proposed process.

Discussion and Action Items:

Workshop: Trail To Tomorrow Strategic Plan Next Steps (00:12:30)

a. Chris, Ashley and Melisa discussed the usefulness of the Trail to Tomorrow strategic plan (TTT), as well as the need to ask and answer more specific questions The group agreed that the TTT might offer major "principles" and "categories" with which to approach the rewriting of the general plan's economic development section. Melisa advocated for beginning the process with the TTT's framework in mind as it aligned with the currency structure of the Economic Development Department (EDD) and its governing boards.
b. Melisa began to develop a framework for assessing Grand County's economy, suggesting the TTT had not gone far enough in characterizing Moab's unique relationship with its

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visitation economy. Ashley advocated that the board resist the TTT's suggestion that Moab is off "from the norm" and instead embrace and optimize its strengths.

c. Chris and Mary asked some clarifying questions. Chris, Mary, Ashley and Melisa discussed the Grand County economy and its history. Ashley discussed the challenges posed by the loss of federal public lands.
d. At 00:40:40, Mary asked that the group refocus on the categories it was proposing to operate within. Chris reviewed these categories and the group members discussed where certain topics belong.
e. The group discussed the value of conducting a land use review "from an economic development standpoint" to understand developable nodes and parcels crucial to facilitating public lands access. Chris suggested the group work to justify why the EOAB was the correct body to pursue some of the day's proposed research questions. Ashley and Melisa discussed the potential benefits from an expanded relationship with the Utah Trust Lands Administration.
f. At 01:33:10, the group reviewed Chris' proposed changes and comments to the existing economic development section of the general plan. The group responded to questions proposed by Chris.
g. Jazmine, Mary, and the group emphasized the importance of coordinating with the City of Moab. Chris emphasized the need to create programming that was clearly focused on supporting small businesses.
h. Melisa led the group on discussing how Grand County should regard and welcome its visitors.

At 02:19:10, Mary left the meeting.

i. Melisa proposed a path forward for memorializing the day's discussions and delegating responsibilities. The group continued to discuss their intended process.

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