



Regular Meeting
Economic Opportunity Advisory Board
Held at the Grand County Commission Chambers
125 E Center Street
Moab, Utah 84532

AGENDA
January 29, 2025

Zoom And Youtube Meeting Information

Join Zoom Meeting

<https://us02web.zoom.us/j/84013922560?pwd=Qbxjbarkaa0wjttgndb9won3nd7j4.1>

Meeting ID: 840 1392 2560

Passcode: 135246

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 November 7, 2024, November 20, 2024, And December 18, 2024, Meeting Minutes

Interview Of Applicants For The Following Positions

- **One (1) Workforce Development Representative, Voting**
- **Two (2) Private-Sector Representatives, Voting**
- **One (1) Member Of The Public Who Lives In The County, Voting**

Discussion And Possible Action To Recommend The Appointment Of Four (4) Members To The

Grand County Economic Opportunity Advisory Board

Election Of Chair And Vice-Chair Of The Board For 2025

Discussion: Topics And Experts To Engage For General Plan Drafting Process

Consideration Of Future Agenda Items

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 Grand County Commission's Office, 125 East Center Street, Moab, Utah; (435) 259-1346.**

**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

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.

**REGULAR MEETING
ECONOMIC OPPORTUNITY ADVISORY BOARD (EOAB)**

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

11/20/24 Economic Opportunity Advisory Board

MINUTES

November 20, 2024 | 3:00pm

****Time stamps (HH:MM:SS) correspond to the video****

Members in Attendance: Alexi Lamm, Chris Wilson, Melisa Jeffers, Ashley Korenblat, Ben Fredregill, Forrest Rodgers, Alishia Oliver, Quinn Hall

Members in Attendance Remotely: Jazmine Duncan, Randy Martin, Dave Sakrison

Non-members in Attendance: Ben Alter, Bega Metzner

Non-members in Attendance Remotely: Deborah McKee

Welcome

00:03:15

Introductions

00:03:20

Conflicts of interest, disclosures, ex-parte communication

00:05:30, none at this time

Citizens to -be- heard

00:05:30, none at this time

Presentations, If Any

00:05:45, none at this time

Discussion and Action Items:

Approval Of October 30, 2024, Meeting Minutes (00:05:50)

- a. Chris motioned to approve the minutes, Ashley seconded, no discussion, passed unanimously.

Review And Possible Approval Of Changes To Board Bylaws

- a. Forrest invited Ben A. to present this item's background. Ben A. discussed the principle changes proposed in the redlined bylaws document included in the agenda packet.
- b. Chris asked for confirmation that the proposed changes were requested by the Governor's Office of Economic Opportunity (GOEO). Forrest provided additional context on the makeup and history of the EOAB.
- c. Ashley asked a clarifying question on the "workforce development representative" role. Ben A. and Deborah discussed different qualifications that fit this role, based on previous

discussions between the GOEO and the Economic Development Department (EDD). Alishia asked a further clarifying question.

- d. Ashley moved to approve the revised bylaws for final consideration by the Grand County Commission. Forrest seconded the motion. During discussion, Ben F. asked Deborah to confirm that the proposed revisions, if approved by the county commission, would bring the board into compliance and allow the EDD to begin processing its Rural County Grant (RCG) award. Deborah confirmed this. Alishia clarified that this process would include attorney review as well. Jazmine asked for clarification on the term limits for the board's required roles, which are not clarified in state code. Ben A. and Jazmine discussed this. Forrest called for a vote. Motion passed unanimously.

Discussion: Trail To Tomorrow Action Plan & Approval Process (00:26:20)

- a. Forrest introduced the item and invited Melisa to lead with her presentation. Melisa provided context on how the presentation and accompanying were created. During her presentation, Melisa challenged the board to consider if Grand County's role within its visitation economy was simply to "[stimulate] tourism" or instead "facilitate public lands use." Ashley commented that she liked the latter notion, as well as the phrase "visitor management," adding that gateway destinations that excel in visitor management balance the benefits of a visitation economy with the quality of life afforded to residents. Ben F. noted that similar topics had been discussed at the recent USU Moab Basecamp series, adding that Moab needed to ensure it was fully-monetizing its visitor model so as not to lose visitor stays as experienced in similar gateway destinations
- b. Chris asked for clarification on how this presentation fit into the overall goal of amending the general plan. Ashley and Melisa discussed the importance of arriving at a consensus of language, assets, and goals. Forrest and Melisa agreed on the need to clarify Grand County's role in "tourism." Forrest suggested that presentation language, "Facilitating public land use & visitation drives Grand County's economy, generating substantial revenue and employment by providing goods and services to millions of visitors, underscoring the county's deep reliance on visitor-enabled resources," correctly "reframes what we mean when we talk about tourism."
- c. Melisa discussed the Trail to Tomorrow Strategic Plan's (TTT) findings, quantified in taxable sales, share of services, and employment concentration. Her discussion of indirect economic impacts and induced economic impacts elaborated on the effects of Grand County's visitation economy on the businesses and services available regionally. Ben F. suggested that induced economic costs be included in the latter descriptor, discussing the visitation economy mitigation costs that residents undertake, such as waste and water management costs. Ashley agreed that these costs needed to be taken into consideration when creating a non-politicized framework with which to approach the board's processes. Melisa asked if there were ways to definitively measure the mitigation costs paid by county residents.
- d. Ashley suggested that Melisa's framework be amended to include a fourth economic asset: public lands. Ashley and Melisa discussed the merits and pitfalls of considering "public lands" a Grand County infrastructural asset. Alexi commented on the importance of maintaining public lands and their accessibility to ensure continued visitor interest.

Melisa discussed how these suggestions could inform language surrounding the framework. Alexi suggested that assets could include “public lands” and that language could indicate the control that the county does or does not exercise over a given asset.

- e. Melisa introduced the “Strategy” slide. Ashley made comments on the four focus areas.

At 01:07:20, Dave Sakrison joined the meeting remotely.

- f. At Melisa’s request, Ben A. presented the “Grand County Economic Opportunity Project Outline” document. Chris asked if Melisa was proposing the EOAB forgo use of the TTT’s framework. Melisa confirmed that this was her proposal, and she and Ashley elaborated on the merits of pursuing a different framework. Chris raised concerns over completely overhauling the process laid out in the TTT, noting that it had been workshopped with many community groups and contracted expertise and that the plan had some buy-in as a result. Ben F. voiced support for approaching the TTT framework with a critical lens, noting that the EDD had never been asked for their thoughts regarding the plan and that the commission had not provided any mandate to pursue the plan’s recommendations. Reviewing Melisa’s proposed “Top Three Economic Assets,” Ben F. discussed the county’s failure to completely monetize its visitor model, explaining that Grand County’s outsized representation of the proposed three economic assets are tempered by the county’s failure to adequately support student success and other underperforming community indicators.
- g. Chris acknowledged the merit of the process the board was undertaking, adding that if it should inform general plan language, then the board should embark on that writing process.
- h. Melisa explained that her process of designating economic assets and focus areas was driven by board member input, the TTT, and Grand County’s immense challenge of “resident perception.” She continued that this challenge was due to a lack of resident consensus on what the “situation analysis” should be in Grand County. Ashley and Chris discussed the importance of this process, with Chris emphasizing the importance of presenting clear language to the commission of the board’s consensus and related action plan.
- i. Forrest asked for comments from remote attendees. Jazmine voiced support for Chris’ suggestion that the TTT framework not be totally abandoned, adding that the board’s duty is “not to come up with all of the answers but to send direction” to the county government. Dave questioned the City of Moab’s involvement in the process, suggesting more should be done to involve them. The body discussed its engagement of the city previously and forthcoming. Randy voiced his appreciation for Melisa’s work.

Upcoming GOEO Visit: December 18, 2024 (01:38:50)

- a. Forrest introduced the discussion item and discussed the basic itinerary. Ben F. elaborated on the GOEO’s “24 in 24” visit to Grand County.

At 01:44:10, Forrest returned to the “Trail To Tomorrow Action Plan & Approval Process” discussion item.

- a. Forrest discussed the board's progress and advocated for determining certain deliverables to move the process forward. Chris suggested that the board focus on two deliverables. Chris first discussed the need to translate Melisa's presentation and the following discussion into language that could be included in the economic development section of the general plan. Ben F. discussed the need to create goals with baselines, citing the student test scores and success indicators reported in the TTT as an example of possible baselines to be measured against. Ashley advocated generally for the process, suggesting that the board's goal be to show the county commission how the TTT and the resulting EOAB discussions can be made actionable.
- b. Chris asked for the process to be clarified, questioning how the EOAB would "socialize" and create consensus around its planning language. He asked what means the EOAB could use, other than the revision to the general plan, to forward its goals and tactics to achieve those goals. In response, Melisa suggested the board carefully review the framework and tactics suggested in the TTT, determine where those tactics fit within a project timeline, and prioritize them accordingly, with additions and modifications made based on the board's reformulation of the framework proposed in the TTT. Alexi shared the successes her office had achieved with approaching action planning in a similar fashion.
- c. Forrest asked the EOAB on how it would like to proceed with its deliverables and meeting schedule. Chris volunteered to begin drafting general plan language so that the board could begin 2025 with proposed language to work from. The board agreed with Chris' suggestion to begin drafting general plan language and set dates to monitor progress. Ben F. and Alexi discussed the process of garnering feedback from the City of Moab.

Consideration Of Future Agenda Items (02:05:00)

- a. Ben A. noted that Chris and Melisa's board roles were due to expire and provided direction on how to apply for a second board term.

At 02:05:30, Forrest adjourned the meeting.

**REGULAR MEETING
ECONOMIC OPPORTUNITY ADVISORY BOARD (EOAB)**

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

📺 12/18/24 Economic Opportunity Advisory Board

MINUTES

December 18, 2024 | 3:00pm

****Time stamps (HH:MM:SS) correspond to the video****

Members in Attendance: Forrest Rodgers, Mary McGann, Ben Fredregill, Randy Martin, Chris Wilson, Melisa Jeffers

Members in Attendance Remotely: Jazmine Duncan, Kristian Olsen, Cory Shurtleff

Non-members in Attendance: Ben Alter, Ali Harford

Non-members in Attendance Remotely: Debra McKee

Welcome

00:00:30

Introductions

00:00:55, Assistant Marketing Director Ali Harford

Conflicts of interest, disclosures, ex-parte communication

00:03:45, none at this time

Citizens to -be- heard

00:03:50, none at this time

Presentations, If Any

00:04:00, none at this time

Discussion and Action Items:

Interview Applicants For The Following Board Vacancies: One (1) Member Of The Public Who Lives In The County & One (1) Private Sector Representative (00:04:05)

- a. Forrest asked Economic Development Department (EDD) staff to share an update on the board's revision of its bylaws. Ben F. and Ben A. discussed the changes that the county commission had passed, bringing the board into compliance with state code and opening the workforce development board position to recruitment.
- b. Forrest determined to revisit the item later in the agenda once the interview questions were prepared.

Discussion Of Ongoing Board Efforts To Address The General Plan

- **Update On The General Plan Economic Development Section Drafting Process (00:07:00)**

- a. Forrest introduced the topic and discussed previous efforts and related documents within the board's agenda packet. Chris further discussed the process undertaken and informed the board on when it could expect to begin reviewing a draft revision of the economic development section of the county's general plan. Ben A. discussed the EDD's need to review the first draft, noting that it would be circulated to the entire board shortly after. Chris ensured the board that this would be an open process.
- **Review Of Previous Board Discussions And 11/20 Presentation By Melisa Jeffers (00:10:20)**
 - a. Forrest invited Melisa and the board to discuss her past presentation and how it and the general plan economic development section draft would work together. Chris explained his goal to combine the two documents as much as possible and discussed his process. Ben A. provides context on how these discussions were started with a focus on making the Trail to Tomorrow Strategic Plan "actionable." He elaborated on how these processes would inform future planning, including for grant opportunities. At Forrest's request, he presented the "Recommended Process for Trail to Tomorrow Strategic Plan Prioritization & Adoption" first reviewed during the board's November 2024 workshop.
 - b. Ashley discussed the importance of infusing a final plan with strong principles, noting that action plans would be easily derived from this framework. She added that this framework allows other boards and community members to contribute in relevant sections. Chris discussed the need to clarify what body would be responsible for the board's resulting action plan, noting that the board may be an appropriate entity to propose an action plan to the county. He also advocated that the board, in line with this process, set out a plan for the year, in part so that it is not caught off guard when it is time to apply for grant funds from the state. Ashley proposed delaying the creation of action plans as outlined in the prioritization and adoption document. Ben A. voiced support for Ashley's proposal and suggested the board review during its January meeting when it would like to begin considering applications to grant programs as well as how the board would collect applications. The group briefly discussed the county's eligibility for the Rural Communities Opportunity Grant in 2025.
 - c. Forrest summarized the group's discussions, concluding that the board's January meeting would be an opportunity for the group as a whole to discuss the general plan economic development section draft. Melisa discussed the value in the board determining "a set of facts" with which to inform the general plan writing process. The board discussed the general plan drafting process and resolved to hold a dedicated workshop in mid-January. The board also discussed Debra McKee's offer to present on other counties' use of Rural County Grant funds.

Update On The Revision Of The Board's Bylaws And Related Membership And Composition Changes (00:42:50)

- a. Ben A. reiterated the changes resulting from the revision of the board's bylaws. The board briefly discussed these changes. Forrest noted that the board had made sufficient consideration for future agenda items during the previous conversation.

Update On USU's Small Business Development Center (SBDC) Position In Grand County (00:45:35)

- a. Forrest invited Kristian to speak on this topic. Kristian noted that the SBDC job is currently posted and has received 8 applications. Kristian discussed the proposed timeline to bring someone into that role and listed the members of the selection committee. Melisa and Forrest raised the possibility of an EOAB member sitting on the selection committee, which Kristian welcomed. He invited the EOAB to nominate their member to the committee shortly after the new year and noted that he was optimistic in filling the position in the new year based on the quality of the applicants.

Ben A. circulated the "GOEO Handout 12.18.24" document as the board took a brief break before resuming with interviews.

Interview Applicants For The Following Board Vacancies: One (1) Member Of The Public Who Lives In The County & One (1) Private Sector Representative (00:56:30)

- a. Randy and Ashley began to interview the two candidates in attendance:
 - i. Chris Wilson (00:56:50)
 - ii. Melisa Jeffers (01:06:45)
- b. The board discussed the interviews conducted, the process going forward, and advantageous skills that applicants offered the board.

Consideration Of Future Agenda Items (01:17:45)

- a. Forrest reiterated that the board had discussed future items during its "Discussion Of Ongoing Board Efforts To Address The General Plan."

At 01:18:15, Forrest adjourned the meeting.



Ben Alter <balter@grandcountyutah.net>

[EconDev] Online Form Submission #8018 for Board, Commission, Committee & Special Service District Application & Certification Form

1 message

noreply@civicplus.com <noreply@civicplus.com>

Thu, Dec 19, 2024 at 8:05 AM

To: commadmin@grandcountyutah.net, econdev@grandcountyutah.net

**Board, Commission, Committee & Special Service District
Application & Certification Form**Board, Commission, Committee & Special Service District Application & Certification
FormInstructions: Complete and sign this form and return it to Grand County Commission
Office, 125 E. Center St., Moab, UT 84532; fax: 435-259-2574; or
commission@grandcountyutah.netBoard, Commission,
Committee or Special Service
District
Economic Development Advisory Board

Name: Shalee Bryant

Mailing Address:

City: Moab

State: UT

Zip Code: 84532

Day Phone:

Email Address:

In what year did you establish
your current residency in
Grand County? United StatesIf not Grand County, which
county do you reside in? UTOccupation or professional
training: Financial AdvisorList your work experience
that is relevant to your
application for a position on I've been on this board prior and have been on many other
boards within the county

the Board or Commission for
which you are applying:

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

Large community involvement

Grand County Resolution 3184 (October 2019) contains the following Board Member requirements:

- **Must be a Grand County resident (unless otherwise noted);**
- **Terms shall be for four years, unless a shorter period is required by law, or unless a midterm vacancy is being filled;**
- **Board Members shall have the appropriate expertise when required by law;**
- **Submit applications to the Council's Office by the requirements contained in the notice;**
- **Agree to abide by the County's Conflict of Interest Ordinance.**

Additionally, the State Code has the following requirements for Special Service Districts in Grand County:

- **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 (registered voter) 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. Furthermore, if appointed, I agree to faithfully attend the meetings and adhere to the State laws, County ordinances, and adopted Bylaws that govern the Board or Commission on which I am appointed to serve. Additionally, I have read the County's Conflict of Interest Ordinance (No. 593, 2019) and do not have any inherent conflicts in serving on the Board or Commission to which I have applied. I agree to abide by this Ordinance.

Applicant Certification

By checking this box and typing my name below, I am electronically signing my application.

First Name	Shalee
Middle Initial	M
Last Name	Bryant
Date:	12/19/2024
How did you hear about this position?	Word of mouth

Email not displaying correctly? [View it in your browser.](#)



Ben Alter <balter@grandcountyutah.net>

[EconDev] Online Form Submission #8107 for Board, Commission, Committee & Special Service District Application & Certification Form

2 messages

noreply@civicplus.com <noreply@civicplus.com>
To: commadmin@grandcountyutah.net, econdev@grandcountyutah.net

Sun, Jan 19, 2025 at 8:49 AM

Board, Commission, Committee & Special Service District Application & Certification Form

Board, Commission, Committee & Special Service District Application & Certification
Form

Instructions: Complete and sign this form and return it to Grand County Commission Office,
[125 E. Center St., Moab, UT 84532](#); fax: 435-259-2574; or
commission@grandcountyutah.net

Board, Commission, Committee or Special Service District	Economic Development Advisory Board
Name:	Sarah Barstow
Mailing Address:	
City:	MOAB
State:	UT
Zip Code:	84532
Day Phone:	
Email Address:	
In what year did you establish your current residency in Grand County?	1997
If not Grand County, which county do you reside in?	<i>Field not completed.</i>
Occupation or professional training:	Advising Manager for the Women's Business Center of Utah
List your work experience that is relevant to your application for a position on	I started and operated my own boutique downtown for 18 years, and have been advising other businesses for the past 3 1/2 years. Until I sold my business in 2020, I spent my weeks working downtown & gathering insight into our tourist economy.

the Board or Commission for which you are applying:	Even though I work statewide, my current clients in Moab (& numerous friends with businesses here) help me keep a pulse on what is happening in town.
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List your non-work experience that is relevant to your application for a position on the Board or Commission for which you are applying:	I have been on the Wabi Sabi board for over 4 years, and have lived in Moab since 1997. I'm committed to community here, and love to help out where I can. As a WBCUtah employee, I am a staff member of the Salt Lake Chamber & receive statewide info on business in Utah. I also attend local Chamber luncheons.
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I have read, and I certify, that all the information on this form is true and correct and I meet the requirements listed above. Furthermore, if appointed, I agree to faithfully attend the meetings and adhere to the State laws, County ordinances, and adopted Bylaws that govern the Board or Commission on which I am appointed to serve. Additionally, I have read the County's Conflict of Interest Ordinance (No. 593, 2019) and do not have any inherent conflicts in serving on the Board or Commission to which I have applied. I agree to abide by this Ordinance.

Applicant Certification	By checking this box and typing my name below, I am electronically signing my application.
First Name	Sarah
Middle Initial	M
Last Name	Barstow
Date:	1/18/2025
How did you hear about this position?	Ben Alter

Email not displaying correctly? [View it in your browser.](#)

Ben Alter <balter@grandcountyutah.net>
To: commadmin@grandcountyutah.net, econdev@grandcountyutah.net

Tue, Jan 21, 2025 at 8:09 AM

Confirming receipt of this application

[Quoted text hidden]

Board, Commission, Committee & Special Service District Application & Certification Form - Submission #5480

Date Submitted: 1/11/2023

Board, Commission, Committee & Special Service District Application & Certification From

Instructions: Complete and sign this form and return it to Grand County Commission Office, 125 E. Center St., Moab, UT 84532; fax: 435-259-2574; or commission@grandcountyutah.net

Board, Commission, Committee or Special Service District*

Economic Development Advisory Board ▼

Other:

Name:*

Melisa Jeffers

Mailing Address:*

City:*

Moab

State:*

UT

Zip Code:*

84532

Day Phone:*

Email Address:

In what year did you establish your current residency in Grand County?*

2020

If not Grand County, which county do you reside in?

(residency is required for all Boards; some District boards require residency within the District, which may not include Moab City limits; two years' residency prior to assuming board membership is required for Planning Commission)

(applicable for Historical Preservation Commission and Housing Authority of Southeastern Utah)

Occupation or professional training:

Founder, CEO, Attorney

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

I have spent my career in the private sector with executive leadership experience in the outdoor industry, consumer packaged goods, and consumer and B2B digital services. I've held EVP and CEO roles focused on strategic growth, revenue, brand development, and market expansion. I've participated in A&M teams on both the acquiring and acquisition side in publicly traded and privately held organizations. My experience spans a variety of organizational structures and sectors encompassing private equity start-ups, growth stage privately-held, and large multi-sector publicly traded organizations with a leadership understanding of the challenges, goals, and objectives and how they differ from organization to organization.

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

Born and raised in a rural county and aspiring GNAR community, I understand the challenges of economic development approaches to create regional prosperity and economic opportunity while maintaining the cultural identity and integrity of the community. I am passionate about regenerative, non-extractive/exploitative economic development that brings economic parity and opportunity to rural communities and leverages the benefits of GNAR communities while ensuring the values and cultural integrity of the community. My interests, experience, and relationships focus on technology, health & wellness, CPG, food & beverage, and outdoor recreation markets.

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- **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 (registered voter) 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. Furthermore, if appointed, I agree to faithfully attend the meetings and adhere to the State laws, County ordinances, and adopted Bylaws that govern the Board or Commission on which I am appointed to serve. Additionally, I have read the County's Conflict of Interest Ordinance (No. 593, 2019) and do not have any inherent conflicts in serving on the Board or Commission to which I have applied. I agree to abide by this Ordinance.

Applicant Certification*
☒ By checking this box and typing my name below, I am electronically signing my application.
I understand that an electronic signature has the same legal effect and can be enforced in the same way as a written signature.

First Name*	Middle Initial*	Last Name*
Melia	A	Jeffers

Date:	How did you hear about this position?*
2/27/1971	Word of Mouth



Ben Alter <balter@grandcountyutah.net>

[EconDev] Online Form Submission #8108 for Board, Commission, Committee & Special Service District Application & Certification Form

2 messages

noreply@civicplus.com <noreply@civicplus.com>
To: commadmin@grandcountyutah.net, econdev@grandcountyutah.net

Sun, Jan 19, 2025 at 5:12 PM

Board, Commission, Committee & Special Service District Application & Certification Form

Board, Commission, Committee & Special Service District Application & Certification
Form

Instructions: Complete and sign this form and return it to Grand County Commission Office,
[125 E. Center St., Moab, UT 84532](#); fax: 435-259-2574; or
commission@grandcountyutah.net

Board, Commission, Committee or Special Service District	Economic Development Advisory Board
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Name:	Jennifer Sadoff
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Mailing Address:	
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City:	Moab
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State:	Utah
--------	------

Zip Code:	84532
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Day Phone:	
------------	--

Email Address:	
----------------	--

In what year did you establish your current residency in Grand County?	2001
--	------

If not Grand County, which county do you reside in?	Utah
--	------

Occupation or professional training:	CEO Moab Regional Hospital
---	----------------------------

List your work experience that is relevant to your application for a position on	I have worked at Moab Regional Hospital since 2012, and served as the CEO since 2015. Moab Regional Hospital is the largest private employer in Grand County, with approximately 280 employees. We also serve as a training site for students
--	--

the Board or Commission for which you are applying:	pursuing healthcare degrees. Prior to my work at Moab Regional Hospital, I was the Executive Director of the Youth Garden Project for 7 years, where I managed numerous private and government grants.
---	--

List your non-work experience that is relevant to your application for a position on the Board or Commission for which you are applying:	I have served on and chaired numerous local, state and regional boards, including: the USU Moab Advisory Board, Western Healthcare Alliance, Utah Health Information Network, Central and Southern Utah Red Cross, and Youth Garden Project. My years of board experience help me to seek to work with the staff to create efficient meetings where we hone in on the information that we need to make recommendations and decisions that are appropriate for the board to make. I think it is important to treat the staff with kindness, dignity and respect at all times, and to ask thoughtful questions and stay open to a variety of perspectives.
--	--

Grand County Resolution 3184 (October 2019) contains the following Board Member requirements:

- **Must be a Grand County resident (unless otherwise noted);**

- **Terms shall be for four years, unless a shorter period is required by law, or unless a midterm vacancy is being filled;**

- **Board Members shall have the appropriate expertise when required by law;**

- **Submit applications to the Council's Office by the requirements contained in the notice;**

- **Agree to abide by the County's Conflict of Interest Ordinance.**

Additionally, the State Code has the following requirements for Special Service Districts in Grand County:

- **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 (registered voter) 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. Furthermore, if appointed, I agree to faithfully attend the meetings and adhere to the State laws, County ordinances, and adopted Bylaws that govern the Board or Commission on which I am appointed to serve.

Additionally, I have read the County's Conflict of Interest Ordinance (No. 593, 2019) and do not have any inherent conflicts in serving on the Board or Commission to which I have applied. I agree to abide by this Ordinance.

Applicant Certification	By checking this box and typing my name below, I am electronically signing my application.
First Name	Jennifer
Middle Initial	J
Last Name	Sadoff
Date:	1/19/2025
How did you hear about this position?	Email from the Economic Development Office

Email not displaying correctly? [View it in your browser.](#)

Ben Alter <balter@grandcountyutah.net>
To: commadmin@grandcountyutah.net, econdev@grandcountyutah.net

Tue, Jan 21, 2025 at 8:10 AM

Confirming receipt of this application

[Quoted text hidden]



Board and Commission Application and Certification Form

Instructions: Complete and sign this form and return it to Grand County Council Office, 125 E. Center St., Moab, UT 84532; fax: 435-259-2574; or council@grandcountyutah.net

Board or Commission Applied For: Economic Opportunity Advisory Board

Name: Chris Wilson

Mailing Address: [REDACTED]

City: Moab State: Utah ZIP Code: 84532

Day Phone: [REDACTED] Email Address: [REDACTED]

In what year did you establish your current residency in Grand County? 2021
(residency is required for all Boards; some District boards require residency within the District, which may not include Moab City limits; **two** years' residency prior to assuming board membership is required for Planning Commission)

If not Grand County, which county do you reside in? (applicable for Historical Preservation Commission and Housing Authority of Southeastern Utah) _____

Occupation or professional training: Small Business Owner & Policy Analyst

List your work experience that is relevant to your application for a position on the Board or Commission for which you are applying (if needed, attach a separate page):

-Owner of Curve Coffee LLC, a small Moab-based coffee roasting company.

-As an EOAB board member, recruited and supported successful grant applicants to improve access to workforce housing and childcare.

-13 years experience as a policy researcher and analyst with a focus on trade and economic development within the Americas.

-Author of multiple reports on economic development, innovation, and trade policy in the Americas.

-Conducted focus groups, surveys and data analysis for studies on economic development.

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

-Undergraduate certificate in community leadership; Masters Degree in International Affairs;

Phd coursework completed in Public Policy.

-Member, Transportation Research Board Committee on International Trade and Transportation,
National Academies of Sciences, Engineering, and Medicine.

CERTIFICATION

I have read Resolution No. 3184, I understand the eligibility requirements for serving on the above-named Board or Commission, and I certify, that all the information on this form is true and correct.

Additionally, I have read and understand the County's Professional Ethics and Conflict of Interest Ordinance No. 593 (2019), including my duty to disclose non-restricted conflicts of interest prior to relevant discussions and votes and recuse myself from discussions and votes involving my restricted conflicts of interest.

If appointed, I agree to faithfully attend the meetings and adhere to the State law, County resolution and ordinance, and the Bylaws that govern the Board or Commission on which I am appointed to serve.

Signature: Christopher Wilson Date: 12/9/2024



Ben Alter <balter@grandcountyutah.net>

[EconDev] Online Form Submission #8007 for Board, Commission, Committee & Special Service District Application & Certification Form

1 message

noreply@civicplus.com <noreply@civicplus.com>
To: commadmin@grandcountyutah.net, econdev@grandcountyutah.net

Mon, Dec 16, 2024 at 3:27 PM

Board, Commission, Committee & Special Service District Application & Certification Form

Board, Commission, Committee & Special Service District Application & Certification
Form

Instructions: Complete and sign this form and return it to Grand County Commission
Office, 125 E. Center St., Moab, UT 84532; fax: 435-259-2574; or
commission@grandcountyutah.net

Board, Commission,
Committee or Special Service
District

Economic Development Advisory Board

Name: Brittney Melton

Mailing Address:

City: MOAB

State: UT

Zip Code: 84532

Day Phone:

Email Address:

In what year did you establish your current residency in
Grand County? 2017

If not Grand County, which county do you reside in? UT

Occupation or professional training: Business Owner, BS in Business Administration

List your work experience that is relevant to your application for a position on I have owned and operated my insurance agency for 13 years, prior to this career choice, I was bank manager here in the valley. I have written business plans. I hold many state licenses and have helped many clients with financial planning. My

the Board or Commission for which you are applying:	favorite classes in college included, money and banking, micro and macro economics and international business. My strength is anticipation and asking tough questions. I always ask if this, what will happen? Did we get the outcome we were looking for by implementing this? This is important in developing or finding opportunity in general. Not only have I lead many teams I also have been part of teams my entire life.
---	---

List your non-work experience that is relevant to your application for a position on the Board or Commission for which you are applying:	I have volunteered in multiple capacities for my community, such as a youth sports coach, Rotary, and through my Community Church. I care and have a big heart for this community.
--	--

Grand County Resolution 3184 (October 2019) contains the following Board Member requirements:

- **Must be a Grand County resident (unless otherwise noted);**
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- **Board Members shall have the appropriate expertise when required by law;**
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Applicant Certification	By checking this box and typing my name below, I am electronically signing my application.
First Name	Brittney
Middle Initial	R
Last Name	Melton
Date:	12/16/2024
How did you hear about this position?	The county website

Email not displaying correctly? [View it in your browser.](#)



Board and Commission Application and Certification Form

Instructions: Complete and sign this form and return it to Grand County Council Office, 125 E. Center St., Moab, UT 84532; fax: 435-259-2574; or council@grandcountyutah.net

Board or Commission Applied For: Economic Opportunity Advisory Board

Name: Aaron Meyer Lindberg

Mailing Address: [REDACTED]

City: Moab State: Utah ZIP Code: 84532

Day Phone: [REDACTED] Email Address: [REDACTED]

In what year did you establish your current residency in Grand County? 2008
(residency is required for all Boards; some District boards require residency within the District, which may not include Moab City limits; **two** years' residency prior to assuming board membership is required for Planning Commission)

If not Grand County, which county do you reside in? (applicable for Historical Preservation Commission and Housing Authority of Southeastern Utah) _____

Occupation or professional training: Plumber/Business Owner

List your work experience that is relevant to your application for a position on the Board or Commission for which you are applying (if needed, attach a separate page):

Bike Shop Employee (10 years)

Interfaced with tourism industry professionals and visitors, gaining insight into local tourism trends and visitor needs

Managed daily operations, sales, and customer service

Plumber and Property Maintenance (7 years)

Developed relationships with local businesses and residents, understanding their concerns and needs

Gained knowledge of county infrastructure, including water and sewer systems

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

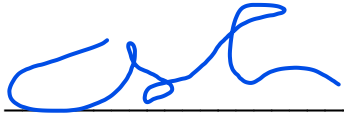
- Moab Trail Mix (Adoc Committee Member, Multiple Terms)
 - ~~Collaborated with stakeholders to develop and maintain trails in Grand County~~
 - ~~Contributed to grant writing and fundraising efforts~~
 - ~~Worked with local government agencies, user groups, and community members to promote outdoor recreation~~
- ~~Planning and Zoning Commission (Commissioner, Second Term)~~
 - ~~Reviewed and approved development proposals, ensuring compliance with local ordinances and state laws~~
 - ~~Participated in land use planning and zoning decision-making processes~~
 - ~~Gained in-depth knowledge of the county's future land use direction and goals~~
 - ~~Developed a comprehensive understanding of county operations, including budgeting, staffing, and infrastructure management~~
 - ~~Engaged with community members, developers, and local government staff to balance competing interests and make informed decisions~~

CERTIFICATION

I have read Resolution No. 3184, I understand the eligibility requirements for serving on the above-named Board or Commission, and I certify, that all the information on this form is true and correct.

Additionally, I have read and understand the County's Professional Ethics and Conflict of Interest Ordinance No. 593 (2019), including my duty to disclose non-restricted conflicts of interest prior to relevant discussions and votes and recuse myself from discussions and votes involving my restricted conflicts of interest.

If appointed, I agree to faithfully attend the meetings and adhere to the State law, County resolution and ordinance, and the Bylaws that govern the Board or Commission on which I am appointed to serve.

Signature:  Date: 1/05/2025