



County Economic Opportunity Board

January 23, 2025

3:30 p.m.

<47 South Main, Council Chambers (3rd floor)>

DRAFT MINUTES

1. Welcome & Roll Call

Roll Call was taken showing the following: Tyson Hamilton, Another Man's Treasures, and Director of Tooele Downtown Alliance; Stephanie Bagwell, Tooele County Association of Realtors; Jill McIntyre, Tooele County Tourism Director through the Chamber of Commerce; Ryan Englund, Better City; John Perez, Tooele City Economic Development Director; Vicki Giesler, Department of Workforce Services; Brittany Lopez, Tooele County Assistant Manager; Craig Smith, Erda City Council; Heidi Hammond, Grantsville City Council.

2. Elect 2025 Chair & Vice Chair

Motion by Brittany Lopez for Craig Smith to be Chairman. 2nd by Stephanie Bagwell. Motion by Craig Smith for Brittany Lopez to be Vice Chair. 2nd by Stephanie Bagwell. All in favor.

3. Set 2025 Meeting Dates, Times, and Place

A. Set 2025 Meeting Dates, Times, and Place

MOTION AND VOTE

Agenda Attachments

1. County Economic Opportunity Advisory Board Proposed Meeting Dates for 2025.pdf

Motion to accept the meeting dates as proposed, keeping the meeting on the third Thursday of every month at 3:30 pm in the County Council Chambers by Tyson Hamilton. 2nd by Brittany Lopez. All in favor.

4. Meeting Minutes

A. Minutes from the August 15, 2024 Meeting

MOTION AND VOTE

Agenda Attachments

1. August 15, 2024 CEO Board Meeting Minutes.pdf

Motion to approve the meeting minutes by Tyson Hamilton. 2nd by Craig Smith. Brittany Lopez abstained; all others were in favor.

5. Better City Economic Development Report

A. Online Survey Update, Ryan Englund

B. Year-end Economic Status Review, Ryan Englund

Ryan Englund summarized the report (attached).

There was discussion regarding the housing crisis and the high cost of rent, and the need to bring in higher paying jobs. Better City's key recommendations are: Invest in workforce development, enhance local job opportunities, improve infrastructure, address housing affordability, retain talent.

John Perez stated that in his survey of over 400 people, fifty percent of the respondents said infrastructure is top priority, which is frustrating because most of that is out of our control- it is up to UDOT.

Brittany Lopez stated that our focus this year is sports tourism, and tying in Economic Development and active transportation and trails. We have lost potential businesses in the past due to lack of nightlife. We would like to take this information and create a solid presentation to represent the county as a whole. There was discussion about EDCUtah and the confusion differentiating between the cities and the county and the types of businesses the Tooele area is trying to recruit to come in. John stated we always look for businesses that are low water users and that bring good paying jobs.

Ryan stated that we are trying to put out a picture of the whole valley. It's interesting though, because the Inland Port is really the only thing outside the city limits. John stated that marketing for it is difficult because companies don't want to put in infrastructure. There was discussion about the rail line at Lakeview Business Park, estimated to be done Summer of 2025. Ryan stated when the Midvalley Highway gets down here it will help a lot.

John stated we are now getting access to the software that shows where visitors are coming in from. For the hotel occupancy rates, it takes data from 4 of the same hotel chain.

6. Site Ready Tooele

A. Power Solutions for Economic Development Discussion, Rachelle Custer

Rachelle stated this is a project this board has worked on in the last few years. We applied for a grant to fund that but were not awarded any funding. Site Ready Tooele will need to be the local groups getting infrastructure to their business parks for right now. We'll continue to go after grants funding for that. Something that has come to fruition lately is that Rocky Mountain Power is not investing in the large infrastructure they were going to do this year. They've pushed it back a few years due to obligations in other states. Power is something we need to solve if we're going to bring in those high paying jobs. Brittany stated we had three councilmembers meet with Senator Curtis. He's big on helping Utah find power. They told him it was an issue we have. Senator Sandall is running a bill on energy at the session. We will be tracking this and make sure they know we're open to options and we'll report back.

7. Economic Development Plan Update

A. Tax Incentive Policy Discussion, Rachelle Custer

Rachelle stated the board picked a strategic item out of the Economic Development Plan to work on and the item is the tax incentive policy. We've met with John from the city, and they're going in a different direction than TIF. In a lot of the research that I've done, the Economic Development gurus are saying that if the first thing a business asks for is TIF, they're probably not the best suited. The longevity is not going to be great. Brittany said a good example of that is Purple. Rachelle said as we're looking at what to incentivize, this group has a lot of potential. The board was created as a necessity for the Rural County Grant funding, but we have the minds here to do so much more. I think this board needs to be a cohesive group of what we want Tooele County to be. If each entity wants their own policy that's fine, but I think this group needs to come up with a shell policy. Rachelle asked the group to think about what that would be to incentivize the higher paying jobs. When companies are looking to come here, that's one of the first things we look for.

8. Grants

Ryan stated there are 3 sources of grants. They are the Tourism Co-Op Grant, the Rural County Grant, and the Rural Communities Opportunity Grant which is up to \$600,000 with a 40% match. For that one, we had a great story but they had 30 million requests for a \$4 million pot, so we'll keep trying. Heidi Hammond stated that Grantsville City applied for that one and got it. It will be for Matthew's Lane, where Soelberg's is relocating. We are trying to get the infrastructure in to incentivize business to come to this new commercial location. Ryan stated it starts around June, so we need to start thinking about what project we want to apply for.

John stated I showed Brittany and Rachelle a generic letter or list of things based on economic impact that we could offer instead of TIF. Rachelle stated that when we do our budget for the next Rural County Grant funding let's think outside the box a little bit. Stephanie suggested having a scoring sheet for the

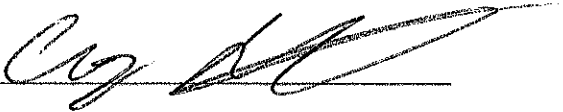
businesses that would, depending on the points earned, dictate which/how much incentive they could receive. Craig agreed and said the score would help take the emotion out of making the decision.

Rachelle stated that in 2024, we set aside and awarded \$65,000 for the small business grants. We only reimbursed \$45,282.19 so we have \$19,717.81 that we need to allocate somewhere. There was discussion on why some grant recipients were unable to spend their full award. Rachelle stated some of the feedback we received was that they can't afford the initial expenditure to be able to be reimbursed. Brittany asked if it has to be a reimbursement. Rachelle stated we've got to have receipts. There was discussion on how to help the businesses take advantage of the grant. Brittany suggested holding classes or making a short video to post on social media that answers some FAQs. Brittany asked about the application. Tyson said I think we should be more specific about what they can use the funding for.

9. Adjournment

Motion to adjourn by Tyson Hamilton.

THE FOREGOING MINUTES ARE APPROVED:

A handwritten signature in black ink, appearing to read 'Craig Smith', is written over a horizontal line.

Craig Smith, CEO Board Chairman