

**Regular Meeting**  
**Economic Opportunity Advisory Board**  
Grand County Commission Chambers

**MEETING MINUTES**  
**Wednesday, February 26, 2025**

**Voting Members Present:** Jazmine Duncan, Melisa Jeffers, Ashley Korenblat, Aaron Lindberg, Randy Martin (Chamber), Brittney Melton, Forrest Rodgers, Chris Wilson

**Voting Member Absent:** Mark Tyner (represented by Quinn Hall)

**Ex-officio Members Present:** Commissioner McCandless, Kristian Olsen, Cory Shurtleff

**Call to Order:** Chair Wilson called the meeting to order at 3:04 p.m.

**Election of Officers**

1. Rodgers made and Jeffers seconded a motion to elect Chris Wilson as Board Chair. Motion passed unanimously.
2. Rodgers made and Jeffers seconded a motion to elect Melisa Jeffers as Board Vice Chair.
3. After Lindberg volunteered to serve as Secretary, Korenblat made and Duncan seconded a motion to elect Lindberg and the motion passed unanimously.

**Economic Development Department (EDD) Update**

1. McCandless explained the Commission's rationale for renaming the EDD as Moab Office of Tourism in response to the State Auditor's review. TRT revenues fund tourism promotion and mitigation to the exclusion of staff support for broad based economic development activities and staff.
2. Since EOAB's work will be supported by County Administration, Board members expressed concerns about the level of assistance available to support RCG/RCOG grant processes and proposed revisions to the Healthy Economy section of the County's General Plan.
3. McCandless recommended the Board to prioritize the 2026 RCG/RCOG process and coordination with GOEO, then revisit EOAB's goals and support needs for consideration during the County's 2026 budgeting process.

**Review of EOAB 2023 Economic Development Discussion**

1. Rodgers reviewed the Board's evolution, its role in advocating for and participating in the *Trail to Tomorrow* planning process, and the diverse perspectives and experience of Board members (entrepreneurs, small business owners, public policy experts, elected officials, gateway community consultant, nonprofit leaders, etc.).
2. The Board has embraced an Asset Based Community Development (ABCD) approach to expand the County's economic ecosystem and tourism-adjacent business opportunities.

**Rural County Grant (RCG) and Rural Communities Opportunities Grant (RCOG) Process**

1. Jeffers reviewed her process outline and proposed May 28 deadline to finalize RCG/RCOG project/program recommendations to the Commission.

2. The Board discussed ideas and possible concerns about the proposed process, and reached consensus on the following actions:
  - a. Widely publicize RCG/RCOG program, criteria and application process via newspaper articles/ads, portals on GC website, the Chamber and word-of-mouth.
  - b. Make the application process simple to increase and diversify inquiries and applications.
  - c. Be clear about GOEO criteria and the need to align with *Trail to Tomorrow* recommendations.
  - d. Develop a rating matrix to ensure objective evaluation of proposed projects/programs.
  - e. Acknowledge that applications may range from high-level to new ideas that could become high quality projects/programs in a pipeline for future RCG/RCOG consideration.
3. Korenblat moved to create an EOAB subcommittee composed of Jeffers, Wilson and Korenblat to develop promotions, pre-application form & rating instruments, and method for EOAB members to review and rate applications.

Chair Wilson adjourned the meeting at 5:00 p.m.