TOOELE COUNTY

County Economic Opportunity Board

May 15, 2025

3:30 p.m.

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

1. **Welcome & Roll Call**

   Chairman Craig Smith called the meeting to order at 3:31 pm. Roll call was taken showing Craig Smith, Tyson Hamilton, John Perez, and Brittany Lopez.

   Also in attendance was Jess Clifford, Small Business Development Center; Ryan Englund, Better City; Michael Resare, Grantsville City Manager; Heidi Hammond, Grantsville City; Jill McIntyre, Chamber of Commerce Tourism Director, Kathleen VonHatten, Lake Point City; Rachelle Custer, Tooele County Development Director; and Stephanie Eastburn, Tooele County Community Development. Dan Royal, GOEO, was in attendance online.

2. **Meeting Minutes**

   A. **Meeting Minutes from the March 20, 2025 Meeting**

      MOTION AND VOTE

      Agenda Attachments
      1. March 20, 2025 CEO Board Meeting Minutes_DRAFT.pdf

      Motion to approve the March 20, 2025 meeting minutes by Tyson Hamilton. 2nd by Brittany Lopez. All in favor.

   B. **Meeting Minutes from the May 1, 2025 Meeting**

      MOTION AND VOTE

      Agenda Attachments
      1. May 1, 2025 CEO Board Minutes_DRAFT.pdf

      Motion to approve the May 1, 2025 meeting minutes by Brittany Lopez. 2nd by Craig Smith. All in favor.

3. **Grants**

   A. **Review Next Year's Grants, Ryan Englund**

      Rural County Grant (Part A)

      Rural Communities Grant

      Utah Office of Tourism Cooperative Marketing Program

      Agenda Attachments
      1. 2025-05-15 Discussion - Utah Grants.pdf

      Ryan stated he will submit the letter signed by Craig to GOEO. It states that the board has properly handled and done all the things we need to do for the Rural County Grant. We need to do an evaluation of the effectiveness. Ryan gave an overview of the capital improvements and jobs gained.

There was discussion about the Rural County grant budget for next year.

There was discussion regarding the Economic Development website and the possibility of placing the data from Alphamaps on the website once it's complete.

Brittany gave some history of why there was funding set aside in previous years for the water line for the Wendover Airport. The county has looked at different opportunities to host air races. We are restricted in what events we can get there due to the age of the infrastructure. It is from pre-World War II. We're currently developing the water line and sewer line master plan. I would like to propose setting aside funding each year so that we can continue to develop it. We've had to turn down events because of the size of the best hangar we have, and because there is no power or water to the building. The 501-c3 did a great job getting the bathrooms there, but there is no water or sewer connection. There is an extension cord running through the building for power.

The board voted to recommend the following budget to the County Council for the Rural County Part A grant:
Better City: $68,400
Small Business Sub-Grants & Wendover Airport Infrastructure improvement: $83,600
Small Business Development Center: $20,000
Alphamaps subscription: $7,995
Administration: $20,000
Motion by Brittany Lopez. 2nd by Tyson Hamilton. All in favor.

Ryan stated that the formal application for the Part B grant will likely open September 15th and close the end of October. We will have to provide 40% of the total cost. In the past we've used this for infrastructure. Last year we applied for the Midvalley Center and weren't awarded. It was competitive last year, and I think it will be even more competitive this year. There is a lot less funding available. The Wendover project may be a good one. Brittany asked if other grant funding could be used for the match. Rachelle stated not state funding, but federal yes. Rachelle stated that Ryan has done a great report on the historical significance of the Wendover Airport when trying to designate it as a WWII site. That may be some good information to help tell our story in a grant application if that is the direction the board wants to go. Brittany asked the board to go back to their jurisdictions for project ideas for this grant. Rachelle stated that the cities can apply. Ryan stated that FAA has funding for runways too. They may have something for infrastructure.

Motion by Brittany Lopez to table the Part B discussion until the next meeting. 2nd by Heidi Hammond. All in favor.

Jill gave an update on the Tourism grant. This grant is for establishing and promoting businesses, not going toward any capital projects. Some of the projects discussed were updating the Tourism website, content creation and social media management, digital advertising and print with an emphasis on getting people out here to our trails.

Jill stated that they have hired a content creator team that will do videography and photography. We will get raw footage from them and have short videos for social media as well to promote locally owned restaurants and drink shops. Chain restaurants will be done in phase 2. Heidi asked about promoting local restaurants to out-of-town folks that come in for sports games and suggested a QR code or something similar. Jill stated that the first draft of a print dining guide, with a QR code, will be done soon. They will be located at The Peak and other high traffic areas. I have spoken to Brett Valdez to partner with our high school sports tournaments and possibly provide a discount card to the participants.

4. **Discussion Items**

Jill stated that we will be featured on KUTV's Summer Road Trippin series on July 25th. They will be here to do some filming. We will talk about some things that will happen through August, The Destination Park, Formula Drift Race, Speed Week, the fair, etc. We will certainly talk about the food places and our new lodging. We are getting some new hotels and some new campgrounds as well. Brittany stated one of the things that came out of the Roger Brooks study is that it is hard to find your way around The Peak. The buildings and parks will have way finders and names to make it easier. We will also have Door Dash pick-up points. If people are there and don't want to leave, that will still help generate sales within the community for those businesses.

Jill suggested getting the blue directional signs for the restaurants. Brittany stated they're working on that, but it is a slow process. Jill suggested putting the directional signs on The Peak property, before you pull out of the parking lot.

Rachelle showed the Economic Development website that is under construction.

5. **Adjournment**

Motion to adjourn by Tyson Hamilton. Time of adjournment 4:40 pm.

THE FOREGOING MINUTES ARE APPROVED:

Craig Smith, CEO Board Chairman