

**RAP TAC Meeting
11.7.2022**

1, Called to order at 5:32 pm

In attendance: Richard Codd, Neal Clark, Annie McVay, Emily Roberson, Jason Taylor

Absent: Molly Taylor, Barb Hicks

Other in attendance: Kelley McInerney, Lisa Church

2. Citizens to be Heard: None

3. Approval of the minutes from the 10.17.2022 meeting, 2 – ayes, 1 abstain – no quorum and will be passed at later meeting

4. Discussion Of Communication Strategies

Lisa Church, Communications Manager presented avenues to promote the RAP Tax program:

- Updating the City website page for the RAP tax with the application and guidelines
- Running ads in local papers for several weeks
- Put information on the homepage of the website and ins the newsletter
- Social media campaign
- Share with non-profit partners, ask them to put in their newsletters and out in their networks
- Send out to the Arts, Recreation, and Aquatic centers of the City so they can share via their newsletters, email lists, and social media
- Share with the Chamber of Commerce
- Send out via the City mailing list that has the contacts from water/sewer/garbage
- Host events to spread the word, for example an open house where people can come in and ask questions. These often have better attendance when hosted outside of City Hall, for example at the MARC or Grand Center.
- Radio announcements on local stations such as KZMU

5. Consider Adopting RAP TAC Bylaws

- The bylaws provided were pulled from the Water Board Bylaws and adapted to fit this committee.
- Richard asked to clarify if the committee members can apply for funding
 - As individuals, no
 - An organization that a committee member works at could apply, but the committee member would not be able to vote on that project, they would have to step out for it
 - The committee would vote on projects individually and then present their recommendations as a whole to the City Council to place a final vote on
- Motion to adopt bylaws, passes 3-0

6. Discussion Of RAP Tax Project Guidelines And Application Process

Recommendations were provided and the group will go through the list and discuss each one.

- 5 Year Public Use requirement on Capital Projects
 - Some cities do not allow capital projects at all with the designated funding
 - Allow for capital projects but require the public to be able to use for the lifecycle of the project
 - Perpetuity vs useful life as the language, we want them to be clear as to what they are signing up for when they apply for larger projects
 - Will the decision be based on the scope of the project?
 - Would the organization be responsible for the upkeep or have to tear the project down if it requires enough maintenance to make it usable for the public?
 - Should we consider not allowing funds for capital projects?
- Location of Projects – must be within the City limits
 - As it is written, the projects must take place within the City limits
 - This currently does exclude Old City Park
 - Could be written to include “and on City Property”
 - Does the 501(c)3 need to be located in the City or the project work; the intention is that the projects primarily benefit the Moab community/residents
 - Geographic area as related to tax collection
- Mission Statement – “Supporting and promoting recreation, cultural, arts, and parks facilities and programs to benefit the Moab community”
 - The group likes the mission statement but is waiting to vote on approval until all members are present or have been able to comment on it
- Projects are to be completed within one year of granted funding
 - Add to guidelines and or application that they will not be eligible to apply for future RAP funding until the previous project is completed and have submitted the reporting
- Minimum of 25% matching funds from the organization
 - Yes, and allow in-kind
- An entity can apply for up to 20% of total funds available for the year (\$18,600)
 - Yes, the group is hoping to fund 4-5 projects in the first year
- Grant awards will be distributed in two payments, 50% at the time of award and 50% at project completion and final reporting
 - Yes
- Allowable Use of Funds
- Not allowable uses of funds
 - Schools are not eligible due to state guidelines and funding amounts
 - Magazines and Newspapers
 - Want to be able to allow an arts organization to fund a arts or literature publication
 - Differentiation between a Magazine or Newspaper organization applying vs an organization whose primary focus is elsewhere and the project includes producing a publication
 - Not allowing for-profit mags & newspapers
 - Funds not allowed for litigation
- Marketing the Projects
 - Requiring projects and organizations to announce or display that the work was done with RAP funding

- Have a logo or a disclaimer on signage that can be used
- Add a section in the application that asks “How will you recognize funding sources?”

Sample Application

- Will we allow video applications?
 - Not in place of the paper/written form but they can add attachments including photos, videos, audio
 - Placing the following questions at the top of the paper application or the first screen of a digital application as screening questions
 - 501(c)3 status
 - Project within City limits
 - Some questions may not be necessary for review but helpful as data collection
 - Number of full and part time staff, volunteers, seasonal
 - Attachments
 - Eliminate letters of support
 - Board of Directors
 - Put into the application as a section
 - Remove if not necessary to collect
 - Most recent financial statement – using previous Fiscal Year documents

Evaluation Criteria

- How are we determining one organization’s financial need over another?
- A bigger factor to consider is the community need for a project
 - Can we use the feedback from the City visioning project?
 - The Parks master plan will have a gap analysis section, this will be a good resource
- Who is being served by the project
 - Asked in application
 - How will it be weighted?
- Hoping to see more of a matrix or scoring rubric to review as a group
- Community need an impact sighted as most important factors by the committee

Timeline

- Should we consider other grants available, for example the UDAM cycle
- Goal of the group is to have the application open by the new calendar year
- How long do we need to advertise/spread the word?
- How long should applications be open for?

7. Next Meeting Date: Tuesday, November 29th at 5:30pm

8. Meeting adjourn: 6:59pm