



Morgan County Economic Opportunity Board

Location: Morgan Business Resource Center/Virtual (Teams)

April Meeting Agenda

June 4, 2025 8:00 am – 10:00 am

Attendees Invited: *John Barber, Mayor Steve Gale, Ty Bailey, Andrew Willis, Darren Rogers, Carol Brooks, Stacy Clark, Traca Wardell, Sherry Stevens, Justin Rees, Mercer Owen, Kate Becker, Andrea Brooks, Raelene Blocker*

- 1) Welcome to Morgan County Economic Development Board
 - a. Approval of the June 4th, 2025 Agenda
 - Motion by Traca, seconded by Kate
 - b. Declaration of Conflicts of Interest
 - Just will abstain from vote on item number 3.
 - c. Approval of Minutes from May 7th, 2025
 - Motion by Traca, seconded by Andrea
- 2) Economic Outlook and Current Opportunities: **(2 minutes each)**
 - a. Workforce Services:
 - Unemployment rates US 4.2, Utah 3.1, Morgan 2.6
 - During our employer services we need to share the services of workforce services and complete a survey. Daren will send a link for survey.
 - IRS layoffs were not as great as anticipated, and the unemployment rate have not been affected.
 - With the shutting down of Job Corps, it is not sure if it will affect the unemployment rate.
 - a. State Parks:
 - Absent
 - c. Business Resource Center:
 - Grow with AI series starting on June 13th. This is a 3 week series
June 13th AI prompts
July 11th Practical Applications
Aug 8th Scaling with AI automation
 - Andrew will look into having an option to join with ZOOM or Teams.
 - Kelly Lefter the small business administrator was on a nationwide tour looing at manufacturers, and she visited Davis Tech. She was very impressed with what she saw during that visit.

- d. Tourism: Including update on CRM
 - Tourism promotions have been phenomenal
 - Working on final budget and Co-op grant
 - We will be helping with the car show on June 14th 9-2
 - We had a viral reel on East Canyon. Hired an influencer come and video and it has reached 240,000 views, 9538 shares, and 16,00 comments asking for a link to book at East Canyon.
 - Starting to recycle reels. If you know of something that should be on Explore Utah please contact Justin or Becca.
 - 1,000 new followers on Explore Utah
 - Justin opened a HubSpot in the CRM, and he will take that on. The original form from JotForm will be used in the CRM. As the marketing is decided they can add all questions and drop downs needed to have a well-functioning CRM.
- e. Chamber of Commerce
 - Golf Tournament went perfect with 26 teams.
 - 4th of July in the planning phase. All registrations are open now.
 - Chamber member will tag team and join the tourism board
- f. School District
 - Had an exciting graduation week
 - Operation Graduation is back in Morgan instead of down the canyon
 - Seniors cleaned the cemetery and white washed the M, looks amazing
 - MMS old gym has started to be torn down.
 - New Seminary building will start construction to be done for year 26-27 school year.
 - Tech Center will open this fall for classes and will have daycare center. Enrollment is happening now. Once complete the CEO Board would like to tour the facility.
 - Graduation requirements and reduced class schedule has been approved.
- g. Governor's Office:
 - Jefferson Moss new Executive Director
 - Heading into grant season
 - REDI open Aug 1st
 - EAG open Aug 1st
 - Intent to apply Aug 1st
 - Annual Report for RCG annual report is due July 1st
 - New Application submitted by Sept 1st.
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- h. Morgan City: Including map of Plaza
 - Plaza is on schedule and bid was accepted for 1.4 billion which started as an 800,000 project.
 - Reviewed map of the City Plaza.

- Hard feelings with Shauna from Grounds for Coffee. She has also been notified she needs to be out of her existing building by Jan 1st. She is looking to relocate.
 - John and Kate will visit with Shauna to show support and assist with relocation and ideas for her to move her pergola or possibly get some reimbursement for what she paid on top of grant monies awarded.
 - Project projected date of completion is October 2025.
- i. Morgan County:
- Short term rental survey is being sent out to public for input.
 - Fire building will be active for Croydon where most residences have lost insurance coverage. It wont be staffed but looking to train employees of Holcium that could staff in emergencies.
 - Wasatch Peaks fire station is up and running in the old storage units and will serve all of Morgan County for 3 years and then they will move their station to a permanent location just for Wasatch Peaks and a permanent structure will be build in the location it is in now.
 - Two new multi-use fields will be built at the fairgrounds with a Parks and Recreation grant.
 - Our taxable value from 2024-25 has increased by 671,673,484 estimated.

3) Becca budget proposal for advertising:

- Presented what she could offer businesses for training in Social Media.
- She met with a few of the businesses that the board asked her to meet with in the last meeting.
- She had a proposal (attached) with 3 different options.
- Discussion were held about what services she will offer.
- She will meet with businesses and offer free training in social media.
- She will create a reel that they can use in their business how they choose.
- She will not be their social media employee she is just offering training in how social media can possibly improve and enhance their business.
- These services will be paid out of the ROG grant funds already allocated for the year 24-25 of \$50,000.
- She has several meetings set up to offer services but she is also running into roadblocks with people that do not understand exactly what she is actually offering and why.
- She created a new Logo she is going to present to Smokin Box Car that is more clear than previous logo.
- This service will be available to all businesses in Morgan County but priority and first appointments will be with all grant applicants starting with those that applied for the latest round in 2025 and then moving to previous years and then to all businesses. This is the best strategy in offering these services
- Becca will also maintain the CRM with her visits with all information tracking her visits and progress

- . Justin will customize the CRM with all the information that is needed for Becca to track her visits.
- Ty suggested for future grant rounds we advertise for technical influence grants and offer these services to those that apply for that assistance. This does not need to be a match grant it can be fully covered.
- Kate sent Becca of all grant applicants to start where the board suggested in contacting for advertising services.
- Motion made by Daren to pay 35,000 retainer with 15,000 for boosting paid directly to Becca's LLC. Kate will set up an agreement. Becca will also report back to the board monthly. 2nd by Kate, all in favor.
- Kate will write up the agreement with Becca.

4) Review meeting with James Dixon: Postponed

5) BRC Funding

- The original budget was 20,000. 2 month ago there was a motion approved to increase that by 5,000 of our fund balance. The BRC is a big part of economic development and they would like to increase the budget to 30,000 to 35,000. They look for funding in all different sources and this increase would benefit the BRC substantially.
- Kate gave suggestions of where funding can be adjusted that will not be in the budget next year.
- Motion made by Kate to transfer another 5,000 out of fund balance to the BRC line for a total of 30,000, seconded by John, all in favor.
- Andrew will have Marnae send invoice today.

6) Monthly Budget Update:

- Kate reviewed the budget and the carryover from this year
- A couple of suggestions that will be paid out of this year's budget. Buying the Grant postcards early for next January mailing.
- Expending additional funds to Morgan Valley Craft and Bingham's. We gave a grant to Morgan Valley for software and the price of the software increased to an amount she cannot afford the match. Kate will meet with her to see what that additional amount would be to buy the software at the increased price. The other would be the Bingham's project they gave us an estimation that the project would cost and the actual cost was 13,276.92. To finish out those two grants would be beneficial.
- Discussion on Shauna's pergola was also discussed to offer her the amount that she paid for the installment she paid for that wasn't covered by the grant money.
- Motion by Traca to spend the last \$8740 in the budget on extending the already awarded grant amounts for Bingham's and possibly for Morgan

Valley and for postcards and postage for the grant, seconded by Andrea, All in favor.

- Traca made a motion to put the \$10,000 for the BRCX back into fund balance and take it from the CRM line, seconded by John, all in favor.
- Motion by John to approve the 2025-26 CEO Grant budget, seconded by Traca, all in favor.
- Kate will send the final projected budget and will be attached to these minutes.

7) Approval of final report for the 2024-2025 CEO Grant:

- Kate will send the new budget proposal, and it will be emailed to the board and attached to these minutes
- Motion to approve the

8) Discussion on proposed projects and budget for 2025-2026:

- Moved to meeting in August

9) Monthly Business Visit Review:

- John and Andrew went to visit Hind's and they have a vision for the property they just purchased behind Hind's. She would like to build a park and have a stage for a gathering place for events. She has put in for 500,000 from the Wasatch Peaks funds.
- Kate stated it could be a hold up from the Wasatch Peaks monies is it is on personal property.
- John is very impressed with her vision
- Traca wondered about a lease hold
- Kate explained that how it works we vote to move a project to the next step and then they are assigned a board member that goes out and finds answers to all the questions the board has.

10) Budget for County Grant Funds 2025-26

- Motion by John to approve the 2025-26 CEO Grant budget, seconded by Traca, all in favor.
- Budget will be submitted to the Commission for approval.

11) Discussion on RCOG grant proposals:

- Discussion moved to August meeting.

10) Business visit availability for June 25th, 9-11am

- Business visits will be moved to June 18th if anyone is available please contact Stacy. As of now those available are Andrea, John, Andrew, Darren
- Suggested business visit is the Pheniox House.

Next Meeting: August 6, 2025

No business visits in July