



Morgan County Economic Opportunity Board

Location: Morgan Business Resource Center/Virtual (Teams)

April Meeting Minutes

April 8, 2026, 8:00 am – 10:00 am

Attendees Invited: *Traca Wardell, Andrew Willis, Mayor Steve Gale, Ty Bailey, Darren Rogers, Carol Brooks, Mandy Webb, Sherry Stevens, Justin Rees, Mercer Owen, Kate Becker, Andrea Brooks, Raelene Blocker, Adam Peek, Becca Nelson, Jason Murray*

- 1) Welcome to Morgan County Economic Development Board
 - a. Approval of the April 8, 2026, Agenda
 - Motion made by Andrea, seconded by Mercer, all in favor.
 - b. Conflict of Interest
 - None
 - c. Approval of March 4th, 2026, Minutes
 - Motion made by Mercer, seconded by Mayor, all in favor.

2) **Email updates to Mandy ASAP. Time is not permitted to discuss in our monthly meeting.**

Economic Outlook and Current Opportunities: **(2 minutes each)**

- a. Workforce Services:
 - Darren would like to bring in Michael Jeanfrau of the Norther Utah regional economist to present to the CEO Board. The board decided this would be better served as a Chamber Lunch and learn discussion. Mandy will contact Darren and plan for him to present at the Chamber instead of the Ceo Board.
- b. State Parks:
 - Moving forward with both parks and getting ready for summer, hiring summer help
 - Still working to get finalized boundaries to move forward with Nika course.
- c. Business Resource Center:
 - Andrew spoke about the importance of keeping detailed information learned in meetings and business visits confidential. He has heard this may not be happening according to business owners. These updates will not always be discussed in our meetings, but board members can access via HubSpot. When a business brings up information that we feel needs to be discussed in our CEO meeting, we need to ask permission to share information.

- Kaysville BRC will receive the SBDC Excellence and Innovation award on April 17th. Congrats to Andrew and his team! This is Andrew's 3rd time receiving this award!!!

d. Tourism:

e. Chamber of Commerce:

Upcoming events will be the golf tournament June 19th and the 4th of July celebrations.

f. School District:

- 5 hr. school schedule was approved permanently.
- MMS gym is almost completed.
- Visiting with many Commercial Street businesses. Next month's agenda should have an item to discuss how we can help grow and increase customer visits.

g. Governor's Office:

- Redi Grant opening soon
- RCG report opens May 15th.
- Resources for interested Agritourism businesses:
- <https://agritourism.utah.gov/join-directory/>
- <https://agritourism.utah.gov/>
-

h. Morgan City:

- Sidewalk Chalk Festival is on July 11th.

i. Morgan County:

- Big Boy will come again on April 20th. Elementary School will walk down to watch.
- Suggestion to use some of leftover budget on a support local campaign.

j. Becca Update:

- Written report: Over the past 9 months, we've worked with over **20 businesses** and paid for **6 ad** campaigns. Now word is getting out, and more are wanting to take advantage of the offer.
- The goal has been to grow local businesses through social media marketing and Meta ads, focusing on increasing visibility and driving real customer action.
- Right now, I'm actively creating and strategizing several businesses including Scotsman Storage, Poised Journey Academy, Empire Plumbing, Waters Edge Herbalist, Sideline Thrift, and Cook Healthy with Suzy. The list is growing weekly.
- As of April 6th, we still have just around **\$12,000 remaining** in the budget, which gives us a great opportunity to keep building on the momentum we've created.
- So far, we've seen:

- Increased visibility and reach
- Growth in followers and engagement
- More website traffic and conversions
- Higher quality content and marketing
- For example, the Morgan and Mountain Green Gym campaign has already generated over 50,000 impressions, along with conversions; showing these strategies are working at a local level.
- Based on the success and momentum we've built this year, I'd recommend continuing and refining this work. **I propose a \$50,000 allocation: \$40,000 for strategy, management, and ongoing business support, and \$10,000 to continue funding local advertising efforts.**
- Moving forward, the value is really in consistency and optimization. The more we refine these services over time, the more effective and cost-efficient they become. Continuing this work allows us to not only strengthen current businesses but also expand these opportunities to others in the community.
- Thank you for the opportunity and your consideration. It has truly been a pleasure to work with our local businesses in this capacity, and I look forward to continuing to help them grow and thrive in our community.

3) Finalize Grant 2025-2026

- Final amount of local grant monies paid out equaled 75,600, Morganite Gem was voided due to them closing their retail store.
- Kate highly recommended we re-new Becca and B-Content with some emphasis on Agriculture.

4) Blueprint Discussion:

Bring your ideas to the April 8th meeting!

Project ideas mentioned for this Grant application:

- Kent Smith Park: Traill around the park
- Addition to the library which could also be used for a disaster relief site and community event center.
- Fishpond
- Train viewing station.
- NICA trails
- BRC remodel

For our meeting on April 8th **bring your blueprint packet** if you take your packet home with you. Those that I gathered I will have at the meeting.

Highlights of the Blueprint review:

- Kate reviewed the blueprint and updated type of project, who's responsible, and progress.

- Kate reviewed strategies to reallocate more budget funds. Those areas are now highlighted in the blueprint.
- Kate, please send board members the highlighted blueprint we reviewed during the meeting for them to review areas discussed.
- **Goal #3 sub 1** could support the shop local campaign.
 - 1- Start running a document of resources that can give local businesses support for specific needs. Such as venues, community gatherings, who owns property, Places that they may set up to offer services, etc.
- Great possibility for Agritourism in Morgan. Could be part of Becca's contract. Will circle back to this area. Sherry shared a link above for agritourism to register to protect them.
- Development of a community center is added to possibilities and highlighted.
- Explore marketing ideas. This would be covered by continuing Becca's contract.
- Remember when reviewing the highlighted blueprint. 4 top ideas are Highlighted items are things we could fund.
- Kate made motion to retain B-Content at 50,000 including 15,000 for social media boosts and ads for businesses. with added emphasis on agriculture and shopping local. Second, by Andrea, motion passes. Justin Rees abstained with conflict of interest.
- Kate made a motion that we designate blueprint funds to the blueprint plan. Goal 2, Strategy 3, sub-6. Seconded by Justin, all in favor.
- Business visits will be on the 22nd of May. Andrea, Sherry, and Andrew are available.

Action Items:

- 1- Mandy will create a running document of resources that can give local businesses support for specific needs. Such as venues, community gatherings, who owns property, Places that they may set up to offer services, etc.