

MINUTES
WASATCH FRONT ECONOMIC DEVELOPMENT DISTRICT
September 20, 2023

A meeting of the Wasatch Front Economic Development District was held on Wednesday, September 20, 2023, at 1:15 PM, at 41 N. Rio Grande Street, Salt Lake City, Utah 84101, and virtually via Zoom.

PRESENT	GOVERNMENT REPRESENTATIVES	PRESENT	MEMBERS (Cont.)
No	Brett Anderson, Member Mayor, Farmington	No	Brandon Wood, Northwood Group
Yes	Randy Elliott, Alternate Commissioner, Davis County	Yes	Chris Sloan, Group 1 Real Estate
Yes	Blaine Fackrell, Member Commissioner, Morgan County	No	Nicholas Fritz, Intermountain Healthcare
No	Robert McConnell, Alternate Commissioner, Morgan County	Yes	Christina Oliver, DWS
No	Karen Lang, Member Mayor, West Valley City	No	Ty Bailey, Morgan City Manager
No	Paulina Flint, Alternate Mayor, Metro Council	Yes	Chris Roybal, NUEC
Yes	Debbie Winn, Member, Vice Chair Mayor, Tooele City	Yes	Shannon Ellsworth, Rio Tinto
No	Tye Hoffman, Alternate Councilmember, Tooele County	Yes	Anthon Stauffer, Romney Group
Yes	Gage Froerer, Member, Chair Commissioner, Weber County	No	Rick Bouillon, SLCC
No	S. Neal Berube, Alternate Mayor, North Ogden	Yes	Ginger Chinn, Director, SLC Chamber
No	Ben Hart, Member Inland Port	No	Scott Parson, Staker Parsons
No	Daniel Royal, Alternate Go Utah (GOEO)	Yes	Edward Bennet, Suazo Business Center
Yes	Mark Knold, Member DWS	Yes	Alan Matheson, Executive Dir., The Point
No	Paul Drake, Member UTA, TOD	Yes	Paul Hacking, President, Tooele Technical College
No	Ryan Starks, Member Go Utah (GOEO)	No	Mauricio Melendez, Traverse Tours
PRESENT	MEMBERS	No	Guy Letendre, UAMMI
No	Cari Fullerton, Bank of Utah	Yes	Sara Toliver, Visit Ogden
Yes	Holin Wilbanks, Big D Corp.	No	Brad Mortensen, Weber State
No	Elvon Farrell, EDCUtah	Yes	Muriel Xochimiltl, XFactor Strategic Communications
No	Katelin Roberts, Induction Bio	No	Shaleane Gee, Zions Bank
No	Darin Brush, Alternate President, Davis Technical College	Yes	Susie Becker, Zions Financial
Yes	Michael Parker, Ivory Homes	No	Alan, Packard, JVWCD
Yes	Scott Cuthbertson, EDCUtah	Yes	Shawn Milne, Bear River Association of Govt.
No	Stephanie McCarthy, EDA Architects	Yes	Kyle Palmer, GOEO
No	Aniza Brown, Catalyst Campus	Yes	Sherry Stevens, GOEO
No	Aabir Malik, Colmena Group	Yes	Terrah Anderson, GOPB
WFRC STAFF		OTHERS PRESENT	
Andrew Gruber Andrea Pearson Chay Mosqueda Luis Garcia		Jason Godfrey, Better City Eric Gibson, Better City Amanda Tullis Chanel Flores	
Marcia White Miranda Jones Cox Rosie Hernandez Ted Knowlton		Jake Maxwell Nick Fritz Teri Klug Wendy Thomas	

1. Welcome and Introductions [00:01:27]

Commissioner Gage Froerer, Chair, called the meeting to order at 1:16 pm and welcomed the committee, new members (Kyle Palmer and Sherry Stevens with the Governor's Office of Economic Opportunity, and Terrah Anderson with the Governor's Office of Planning and Budget), and guests. Introductions were made around the table for those attending in person. Rosie Hernandez, WFRC, read the names of those attending online.

a. ACTION: Approval of the [June 21, 2023, Meeting Minutes](#) [00:06:00]

Chair Froerer entertained a motion to approve the minutes of the WFEDD meeting held on June 21, 2023. A motion was made by Chris Sloan, Group 1 Real Estate, seconded by Muriel Xochimiltl, XFactor, that the minutes of the June 21, 2023, meeting be approved without changes. Motion carried unanimously.

2. Chair's Report [00:06:25]

Chair Froerer took a moment to express his gratitude to Luis Garcia, WFRC Intern, for his exceptional work during his internship with the Community and Economic Development team, and commended him for his valuable contributions.

a. Refreshed Wasatch Choice Vision - Ted Knowlton [00:10:27]

Chair Froerer turned the time over to Deputy Director Ted Knowlton, WFRC, who provided an overview of the [Wasatch Choice Vision](#). The Wasatch Choice Vision is our communities' shared vision for coordinated transportation investments, development patterns, and economic opportunities. He demonstrated the newly launched and refreshed website, and navigated through the [Wasatch Choice Map](#). More information on the Vision can be found at wasatchchoice.org.

3. Public Comment [00:24:05]

Chair Froerer opened the meeting to public comments. There were no public comments made.

4. DRAFT 5-Year Regional Comprehensive Economic Development Strategy (CEDS) - Marcia White / Better City [00:24:40]

Chair Froerer reported that the WFEDD has been diligently working on updating the 5-year Comprehensive Economic Development Strategy (CEDS) over the past nine months. He stated that this update involved significant public engagement, with active participation from many stakeholders and committee members. The result of these efforts is the new 2023-2028 CEDS plan. Chair Froerer turned the time over to Regional Economic Development Planner Marcia White, WFRC, and representatives from Better City, Jason Godfrey and Eric Gibson, who provided a detailed overview of the extensive work that went into the creation of the 2023-2028 CEDS.

Ms. White reported that the Economic Development Administration (EDA) mandates that regions must actively engage in designing, creating, and updating their CEDS plan every five years in order to maintain eligibility for EDA assistance. She touched on the requirements, the key strategies, and the specific needs of the counties within our region. Key needs within the region include: Business and Expansion, Funding, Housing, Infrastructure, Other Assets, and Workforce.

Executive Director, Andrew Gruber, WFRC, emphasized that it is not the purpose of the CEDS plan to supplant the valuable work being done by other organizations, but rather, to serve as a pillar of support, coordinating efforts to add to the great work already in progress. It is a collaborative approach that aligns with the EDA, the CEDS, and the WFRC Wasatch Choice Vision. A copy of Ms. White's presentation can be found [here](#).

[00:33:00] Ms. White presented on the Draft [2023-2028 CEDS](#) document. She reported that the four anchors that formulate the Economic Development Ecosystem are: (1) City and Town Centers; (2) Economic Development Capacity; (3) Human Capital Development; and, (4) Diverse Business Environment. She emphasized that in order for a project to qualify for funding from the various EDA programs, the nature of the project must be included in the CEDS, and at least one of these four anchors must be taken into consideration when applying for funding.

a. [ACTION](#): Release DRAFT CEDS for 30-day Public Comment [01:08:10]

Chair Froerer entertained a motion to approve the Wasatch Front Regional Council/Wasatch Front Economic Development District 2023-2028 Comprehensive Economic Development Strategy plan for the 30-day public comment starting September 20, 2023, and ending October 20, 2023. A motion was made by Shawn Milne, Bear River Association of Governments, seconded by Muriel Xochimiltl, XFactor. The affirmative vote was unanimous.

The next steps in adopting the CEDS include: a virtual meeting for final acceptance of the WFEDD on October 23, 2023, followed by final approval by the Wasatch Front Regional Council on October 26, 2023. Subsequently, WFEDD staff will submit the CEDS as a final document to the EDA, and develop a strategic plan to progress recommendations.

5. Current WFRC Funding Opportunities [01:11:55]

Chair Froerer turned the time over to Ms. White who provided an overview of the Funding and Technical Assistance Programs for fiscal year 2024. The Wasatch Front Regional Council administers or assists with nine programs that provide resources for local governments, totaling approximately \$50 million annually.

These programs include:

- Surface Transportation Program (STP)
- Congestion Mitigation Air Quality (CMAQ)
- Transportation Alternatives Program (TAP)
- Carbon Reduction Program (CRP)
- Transportation and Land Use Connection (TLC)
- Station Area Plan Technical Assistance (SAP)
- Community Development Block Grant (CDBG)
- Community Impact Board (CIB)
- Wasatch Front Economic Development District (WFEDD)

Detailed information on these programs and how to apply for funding can be found [here](#).

6. Adjournment [01:16:22]

ACTION: There being no further business, Chair Froerer called for a motion to adjourn. Sara Toliver, Visit Ogden, made a motion to adjourn the meeting, seconded by Shawn Milne, Bear River Association of Governments. The affirmative vote was unanimous, and the meeting adjourned at 2:33 pm.

Upcoming Meetings & Events:

- Next WFEDD Meeting, Wednesday, December 13, 2023
- AMPO Annual Conference, September 26-29
- WFRC Active Transportation Meeting, Wednesday, October 11, 2023
- WFRC Regional Growth Committee, Thursday, October 19, 2023
- WFRC Council Meeting, Thursday, October 26, 2023
- 2023 Utah Transportation Conference, October 24-26
- UAC Annual Conference, November 15-17