

**GOED Board Meeting Minutes**

March 12, 2020 • 10:00 a.m. – 12:00 p.m.  
 Utah Governor’s Office of Economic Development  
 60 E South Temple 3<sup>rd</sup> Floor  
 Salt Lake City, Utah 84111

<b>Members Present:</b>	Steve Neeleman, Jesse Turley, Brad Bonham, Mel Lavitt (P), Margo Jacobs (P), Ted Wilson (P), Susan Johnson (P), Andrea Moss (P), Doug Dilley (P) (Departing Board Chair Jerry Oldroyd was present and conducted the meeting. His service as a board member ended as new members were sworn in early in this meeting. He did not vote on any motion before the board.)
<b>Members Excused:</b>	Roger Killpack, Carine Clark, Heather Kahlert, Peter Mouskondis, Annette Meier, Stefanie Bevans
<b>Staff:</b>	Val Hale, Ben Hart, Thomas Wadsworth, Larry Shepherd, Owen Barrott, Tony Young, Taylor Broadbent, Pete Codella, Kori Ann Edwards, Virginia Pearce, Lynne Mayer, Kamron Dalton, Tara McKee, James Dixon
<b>Visitors:</b>	Theresa Foxley, Mike Flynn, Erin Farr, Chris Pieper, Brice Wallace, Tammie Bostock

**Welcome**

Jerry Oldroyd welcomed everyone to the March 12, 2020 GOED Board Meeting.

**Reorganization of GOED Board**

Val Hale offered recognition and thanks to departing board member and chairman, Jerry Oldroyd, and noted that board member Carine Clark has been nominated and approved by the governor to be the new board chair.

Michele Pasker, notary public, officiated as William Jesse Turley and Brad Edison Bonham took the oath of office as new members of the GOED Board of Business and Economic Development.

**Presentation: East Zion Shuttle Project**

Tammie Bostock, Executive Director of Utah Clean Cities, shared an update on the electric shuttle proposal for Zion National Park. The proposed federal, state and private project will demonstrate a small-scale, zero-emission, electric vehicle (EV) shuttle system in Zion National Park and connecting west to St George and east to Kanab.

**GOED Update**

Val Hale provided an update on upcoming events and recent activities and efforts within GOED and its programs, including an update on items from the recently concluded legislative session that impact the department.

**Film Incentives**

**GOED BOARD – COMMUNITY FILM INCENTIVE PROGRAM  
 EXECUTIVE SUMMARY  
 SMOKEJUMPER FILMS, LLC  
 “Good Fire”  
 March 12, 2020**

**Project Highlights**

- Category: Feature
- Genre: Documentary
- Director: Holly Tuckett, Marissa Lila
- Producer: Jenn Lee Smith, Katy Bettner

**Utah Jobs and Revenue**

- Estimated Cast: 0
- Estimated Cast Average Daily Salary: \$0
- Estimated Crew: 16
- Estimated Crew Average Daily Salary: \$200
- Estimated Extras: 0

- Estimated Extras Average Daily Salary: \$0
- Length of Film Production: 222
- Estimated Spend: \$199,925

**Project Schedule**

- Prep: May 05, 2020 through May 08, 2020
- Principal Photography: May 10, 2020 through June 30, 2020
- Wrap: June 30, 2020 through June 30, 2020
- Post Production: March 16, 2020 through December 12, 2020

**Summary**

In the age of catastrophic fire, Yurok tribal members and women wildland firefighters challenge the notion of fire as our enemy. Good Fire is a story of a land out of balance and the people seeking to restore fire to its rightful place - they seek to give voice to the marginalized and to fire itself.

**Proposed Motion**

Approve for Smokejumper Films, LLC, a Community Film Incentive Program post-performance cash rebate up to \$39,985 (which represents 20% of dollars left in state) for the production of “Good Fire”.

- Incentive offer based on receipt of a complete CFIP application including a script and proof of financing
- At least 85% of the production’s cast/crew must be Utah residents
- All minimum required criteria and requirements are met as specified on the CFIP rules and incentive contract
- Dollars left in state start date no earlier than 30 days prior to the original Governor’s Office of Economic Development Board of Directors approval

*All currency values have been rounded to the nearest dollar for the purpose of this summary only.*

**GOED BOARD – COMMUNITY FILM INCENTIVE PROGRAM  
EXECUTIVE SUMMARY  
GOOD COYOTE FILMS, LLC  
“Avocado Toast”  
March 12, 2020**

---

**Project Highlights**

- Category: Feature
- Genre: Comedy
- Director: Tyler Farr
- Producer: Tyler Farr, Karl Danielson

**Utah Jobs and Revenue**

- Estimated Cast: 34
- Estimated Cast Average Daily Salary: \$148
- Estimated Crew: 10
- Estimated Crew Average Daily Salary: \$200
- Estimated Extras: 15
- Estimated Extras Average Daily Salary: \$102
- Length of Film Production: 256
- Estimated Spend: \$53,820

**Project Schedule**

- Prep: February 20, 2020 through April 12, 2020

- Principal Photography: April 15, 2020 through May 03, 2020
- Wrap: May 03, 2020 through May 03, 2020
- Post Production: May 03, 2020 through November 01, 2020

**Summary**

Adam is a hard-working, plays by the rules family-man, who risks everything he has by experimenting with millennialism.

**Proposed Motion**

Approve for Good Coyote Films, LLC, a Community Film Incentive Program post-performance cash rebate up to \$10,764 (which represents 20% of dollars left in state) for the production of “Avocado Toast”.

- Incentive offer based on receipt of a complete CFIP application including a script and proof of financing
- At least 85% of the production’s cast/crew must be Utah residents
- All minimum required criteria and requirements are met as specified on the CFIP rules and incentive contract
- Dollars left in state start date no earlier than 30 days prior to the original Governor’s Office of Economic Development Board of Directors approval

*All currency values have been rounded to the nearest dollar for the purpose of this summary only.*

**MOTION: Margo Jacobs moved to approve the film incentives as presented. Steve Neeleman seconded the motion. The motion carried unanimously**

**Rural Fast Track Grant Endorsements**

**GOED BOARD  
RURAL FAST TRACK GRANT  
RITUAL CHOCOLATE, INC.  
MARCH 12, 2020**

---

The Office of Rural Development recommends a Rural Fast Track capital investment grant for Ritual Chocolate, located in Charleston, Wasatch County, for the purpose of purchasing multiple pieces of equipment for the manufacturing of chocolate and confectionery, and for the build out of an expanded production shop. The total project cost is valued at Three-hundred thousand dollars (\$300,000).

**MOTION: Endorse a Rural Fast Track capital investment grant for Ritual Chocolate, Inc. in the amount of \$50,000.**

*The company is required to create one (1) new full-time position, but expects to create four (4) new full time position) paying at least 110% of the county average wage. Upon proof of job retention for a period of 12 consecutive months, the company also qualifies for a grant fund reimbursement of up to Six thousand dollars (\$6,000).*

**GOED BOARD  
RURAL FAST TRACK GRANT  
KL STECK, INC. DBA HOUSE OF GLASS  
MARCH 12, 2020**

---

The Office of Rural Development recommends a Rural Fast Track capital investment grant for KL Steck, Inc. dba House of Glass, located in Ephraim, Sanpete County, for the purpose of purchasing custom class cutting equipment, and to build a building for new equipment operations. The total project cost is valued at Two-hundred, seventy-eight thousand dollars (\$278,000).

**MOTION: Endorse a Rural Fast Track capital investment grant for KL Steck, Inc. dba House of Glass in the amount of \$50,000.**

*The company is required to create one (1) new full-time position, and expects to create one (1) new full time position paying at least 110% of the county average wage. Upon proof of job retention for a period of 12 consecutive months, the company also qualifies for a grant fund reimbursement of up to One-thousand, five-hundred dollars (\$1,500).*

**GOED BOARD  
RURAL FAST TRACK GRANT  
ITTY BITTY EQUIPMENT  
MARCH 12, 2020**

---

The Office of Rural Development recommends a Rural Fast Track capital investment grant for Itty Bitty Equipment, located in Richmond, Cache County, for the purpose of building a 6000 sq. ft. metal building for truck services and repairs. The total project cost is valued at Two-hundred and fifty thousand dollars (\$250,000).

**MOTION: Endorse a Rural Fast Track capital investment grant for Itty Bitty Equipment in the amount of \$50,000.**

*The company is required to create one (1) new full-time position, and expects to create one (1) new full time position paying at least 110% of the county average wage. Upon proof of job retention for a period of 12 consecutive months, the company also qualifies for a grant fund reimbursement of up to One-thousand five-hundred dollars (\$1,500).*

**GOED BOARD  
RURAL FAST TRACK GRANT  
PINK ELEPHANT COFFEE ROASTERS  
MARCH 12, 2020**

---

The Office of Rural Development recommends a Rural Fast Track capital investment grant for Pink Elephant Coffee Roasters, located in Charleston, Wasatch County, for the purpose of capital investments in multiple pieces of equipment for the manufacturing of coffee products. The total project cost is valued at One-hundred and nine thousand dollars (\$109,000).

**MOTION: Endorse a Rural Fast Track capital investment grant for Pink Elephant Coffee Roasters in the amount of \$50,000.**

*The company is required to create one (1) new full-time position, and expects to create one (1) new full time position paying at least 110% of the county average wage. Upon proof of job retention for a period of 12 consecutive months, the company also qualifies for a grant fund reimbursement of up to One-thousand five-hundred dollars (\$1,500).*

**MOTION:**

**Brad Bonham moved to endorse the Rural Fast Track grants as presented. Susan Johnson seconded the motion. The motion carried unanimously.**

**Approval of the Minutes**

**MOTION: Margo Jacobs moved to approve the February 13, 2020 board meeting minutes. Mel Lavitt seconded the motion. The motion carried unanimously.**

**EDTIF – Deserve, Inc.  
Project Highlights**

Timeline:	2020
Target Industry:	Finance/IT
Proposed Location(s):	Taylorsville, UT
Capital Investment:	\$1,200,000

Jobs: 258  
 Average Wage: \$70,000

**Project Overview**

Deserve, Inc. is a fintech company that has created a credit card platform that it manages through both its own portfolio of customers and several third-party credit card programs. Third party programs are managed either on platform (fee-for-service) or on an affinity basis (Deserve owns the receivables). Deserve has ~71,500 portfolio customers and four platform and affinity customers.

The Company has approximately 65 employees and is headquartered in Menlo Park, CA with an engineering center in Pune, India.

Deserve is growing its credit platform service. The primary focus of this project is the expansion of Deserve's operations to support that growth through providing customer support and program management for a new digital market.

This project will bring over 500 total jobs to the state of Utah with 250+ being classified as high-paying. New jobs will support the business across a wide range of functional areas including human resources, finance and accounting, customer service, operations management, program and project management, information technology, and training/talent development.

**Jobs & Revenue**

Full time jobs over project lifetime: 258

**Company Average Wage vs. County Average Wage**

Max with health benefits:	166%
Max w/o health benefits:	144%
Min with health benefits:	144%
Min w/o health benefits:	125%

**New State Wages & Revenue**

New State Wages over 5 years:	\$44,127,648
New State Revenue over 5 years:	\$1,870,446
Withholding:	\$1,638,239
Sales:	\$232,207
Corporate:	\$0

**MOTION: Susan Johnson moved to approve Deserve, Inc. for an EDTIF post-performance refundable tax credit of up to \$374,089 which represents 20% of the \$1,870,446 of new state revenue, which may be earned over 5 years. Andrea Moss seconded the motion. The motion carried unanimously.**

**Board member Mel Lavitt recused himself from all discussion and approval of this incentive due to an investment relationship with the company.**

- Total EDTIF incentive not to exceed \$374,089 EDTIF post-performance refundable tax credit.
- Annual EDTIF incentive amount based on 20% of qualified new incremental state tax revenues generated and received in the previous calendar year.
- Total incentive not to exceed 20% of qualified new incremental state tax revenues over 5 years with a contractual recapture provision for any excess funds paid to the company.
- Must meet new qualified employment projections, employee headcount at the stated wage 110% criteria at 50% for each project year.
- Annual total project average salary of new employees (not each new position, this is an aggregate annual number) to be at least 110% of the average wage each excluding company contributed health insurance.
- Must commit to keep operation in Utah for the length of the incentive period, 5 years.
- Incentives are site specific and subject to local incentive participation.
- Local incentive proposal must be presented and approved by the GOED Incentives Committee in order for company to be eligible for the incentive.
- Only new state revenue and new jobs created after the GOED Board final approval date are eligible for this incentive.

**ED Zones:**

**MOTION:** APPROVE THE CREATION OF AN ECONOMIC DEVELOPMENT ZONE FOR SALT LAKE CITY IN SUPPORT OF THEIR LETTER OF REQUEST DETAILING THE EXPANSION OF AMAZON FULFILLMENT SERVICES AT 777 N 5600 W, SALT LAKE CITY, UT 84116.

**MOTION:** APPROVE THE CREATION OF AN ECONOMIC DEVELOPMENT ZONE FOR SALT LAKE CITY IN SUPPORT OF THEIR LETTER OF REQUEST DETAILING THE EXPANSION OF CLARUS CORPORATION AT 1903 S 4650 W, SALT LAKE CITY, UT 84104

**MOTION:** APPROVE THE CREATION OF AN ECONOMIC DEVELOPMENT ZONE FOR HOLLADAY IN SUPPORT OF THEIR LETTER OF REQUEST DETAILING THE EXPANSION OF CLARUS CORPORATION AT 2084 E 3900 S, HOLLADAY, UT 84124.

**MOTION:** APPROVE THE CREATION OF ECONOMIC DEVELOPMENT ZONES FOR SALT LAKE CITY IN SUPPORT OF THEIR LETTER OF REQUEST DETAILING THE EXPANSION OF QUICKBASE, INC. AT 60 E SOUTH TEMPLE, SALT LAKE CITY, UT 84111 AND 170 S MAIN STREET, SALT LAKE CITY, UT 84101.

**MOTION:** Susan Johnson moved to approve the ED Zone motions as presented. Steve Neeleman seconded the motion. The motion carried unanimously.

**Incentives Update**

Tom Wadsworth provided an update on the Incentives Program regarding new and existing projects.

**EDCUtah Update**

Theresa Foxley of EDCUtah presented on the status of current and upcoming projects in the pipeline.

**MOTION:**

Steve Neeleman moved to thank Jerry Oldroyd for his thoughtful leadership over 21 years on the GOED Board and for making Utah a better place. Mel Lavitt seconded the motion.

The motion carried unanimously.

**Meeting Adjourned**