



WASATCH FRONT REGIONAL COUNCIL

MINUTES
WFRC || Wasatch Front Economic Development District
September 11, 2025

Wasatch Front Economic Development District Meeting was held at the WFRC Office, 41 N Rio Grande Street, Salt Lake City and via Zoom.

1. Introductions & Consent Agenda [00:00:05]

Commissioner Gage Froerer, Chair, opened the meeting by welcoming everyone in attendance. The names of those in attendance were read into the record. **[00:01:50]** Commissioner Froerer called attention to the minutes of the June 12, 2025 meeting and entertained a motion. Mayor Debbie Winn made a motion to approve the minutes. Shawn Milne, with Cache County, seconded the motion. The vote for approval was unanimous.

2. Chair Report [00:02:53]

Commissioner Froerer asked the group to take a moment to reflect on the individuals who lost their lives in the 2001 World Trade Center attack.

3. Public Comment [00:04:00]

Commissioner Froerer opened the meeting for public comment. There were no public comments.

4. WFEDD Financials, Marian Florence, WFRC Chief Financial Officer and Progress Report, Marcia White, WFRC Regional Economic Development Planner [00:04:36]

Key Strategy: Support of the overall mission of the WFEDD

Commissioner Froerer stated that a report on the funding and activity of WFEDD is required every year for the Economic Development Administration. He turned the time to Marian Florence, WFRC Chief Financial Officer, for a brief financial update. **[00:06:33]** Commissioner Froerer then turned to Marcia White, WFRC Regional Economic Development Planner, who provided a progress report for the WFEDD.

5. Centers Work, Tim Watkins, WFRC Community Planner [00:16:15]

Key Strategy: Promote the Development of City and Town Centers - Provide resources for communities to publish and promote how they would like to see the WCV implemented locally

Commissioner Froerer introduced Tim Watkins, WFRC Community Planner, who gave a presentation on a visualization tool created to help communities better understand what a City or Town Center might look like. As part of the Comprehensive Economic Development Strategy, the promotion of City and Town Centers is one of the key anchors of the CEDS. Understanding how Centers might be built in existing communities is essential for moving towards more center developments. More information can be found at <https://wasatchchoice.org/centers>.

6. Wasatch Choice Progress Dashboard: "Big Five", Julie Bjornstad, Long-Range Planning Deputy Director [00:42:38]

Key Strategy: Economic Development Capacity - Create a baseline data dashboard to track progress on each of the CEDS metrics

Commissioner Froerer excused Julie Bjornstad, and introduced Bert Granberg, Analytics Director at WFRC for a discussion on the Wasatch Choice Progress Dashboard. There are several key metrics that are being followed as a result of the CEDS, and WFRC has been working on an overall Wasatch Choice Progress Dashboard.

7. WFRC Funding Programs, Meg Padjen, WFRC Community and Economic Development Director [01:01:25]

Key Strategy: Economic Development Capacity - Inform communities of upcoming funding opportunities, showing the benefits of leveraging local investments with federal funds

Commissioner Froerer noted that there are several funding opportunities that are administered and

supported through WFRC. He invited Meg Padjen, WFRC's Community and Economic Development Director, to briefly talk about these programs.

8. Other Business and Adjournment [01:13:30]

Commissioner Froerer stated the next meeting will be on Thursday, December 11, 2025. He entertained a motion to adjourn the meeting. Shawn Milne, Cache County, made a motion to adjourn, which was seconded by Chris Roybal, Northern Utah EDC, and the meeting concluded at 2:46pm.

A recording of this meeting, as well as meeting packet materials, may be found on the WFRC website at www.wfrc.utah.gov

Wasatch Front Economic Development District (WFEDD)

2025 EDD Board - COG Appointments			Present	Others in Attendance
DAVIS COUNTY				David Sawyer - Ogden City
Member -	Dave Maughan	Davis County, Syracuse Mayor	Yes	Greg Bisping-EDC Utah
Alternate -	John Crofts	Davis County Commission	No	Jason Godfrey-Better City
MORGAN COUNTY				Trina Kittleson - Better City
Member -	Raelene Blocker	Morgan County Commission	No	Sherry Stevens
Alternate -	Blaine Fackrell	Morgan County Commission	Yes	Stephen Smith
SALT LAKE COUNTY				Jake Maxwell
Member -	Karen Lang	Salt Lake County, West Valley City Mayor	No	Cesar Hernandez
Alternate -	Kelly Bush	Salt Lake County, Kearns Mayor	No	Lon Crowell
TOOELE COUNTY				Kellie P.
Member -	Debbie Winn	Tooele County, Tooele City Mayor	Yes	
Alternate -	Tye Hoffmann	Tooele County Council	No	
WEBER COUNTY				WFRC Staff:
Member -	Gage Froerer	Weber County Commission	Yes	Marcia White
Alternate -	S. Neal Berube	Weber County, North Ogden Mayor	No	Meg Padjen
State, Non-Governmental and Other members				Bert Granberg
Member -	Ryan Starks	Governors Office of Economic Opportunity	No	Tim Watkins
Alternate -	Benjamin Hart	Utah Inland Port Authority	No	Johnnae Nardone
Member -	Shaleane Gee	Zions Bank	No	Marian Florence
Alternate -	Shannon Ellsworth	Rio Tinto	No	Madison Aviles
Member -	Mary Catherine Perry	Salt Lake Chamber	No	Sarah Lawless
Alternate -	Scott Cuthbertson	EDC Utah	No	Jordon Chandler
Member -	Brad Mortensen	Weber State	No	Andrea Pearson
Alternate -	Paul Hacking	Tooele Technical College	No	
Member -	Jimmy McDonough	Talent Ready Utah	No	
Alternate -	Darin Brush	Davis Technical College	No	
Member -	Bryce Wurtsbaugh	Suazo Business Center	Yes	
Alternate -	Julie Johnson	United Way of Northern Utah	No	
Member -	Kent Andersen	Davis County	No	
Alternate -	Chanel Flores	Davis County	Yes	
Member -	Dina Blaes	Salt Lake County	No	
Alternate -	Kersten Swinyard	Salt Lake County	Yes	
Member -	Rachelle Custer	Tooele County	No	

Alternate -				
Member -	Stephanie Russell	Weber County	Yes	
Alternate -	Chris Roybal	Northern Utah EDC	Yes	
Member -	Kate Becker	Morgan County	No	
Alternate -	Shawn Milne	Cache County	Yes	
Member -	Sara Toliver	Visit Ogden	Yes	
Alternate -	Chris Sloan	Group 1 Real Estate	Yes	
Member -	Nicolas Fritz	Intermountain Healthcare	Yes	
Alternate -	Gwendolyn Kervin	Department of Workforce Services	Yes	
Member -	Michael Moore	Hill Airforce Base	Yes	
Alternate -	Muriel Xochimitl	XFactor Strategic Communications	No	