

**Moffat County Local Marketing District
Craig City Council Chambers
300 W 4th St Craig, CO 81625**

March 29, 2017

In attendance: Chairman Dave Fleming; Kirstie McPherson; Victor Updike; Dave Heinrich; Dave DeRose; Tami Fager, Roger Richmond; Tori Pingley; Randy Looper; Tom Kleinschnitz; Michelle Balleck; Luke Tucker; Frank Moe; Cindy Looper; Tammy Thompson Booker; John Marshall; Michael Cooley; Mike Foreman; Joe Bird

Call to Order

Golden Shovel Agency: John Marshall & Michael Cooley

Cooley introduced himself. He is a prior economic development coordinator. He is also a former Mayor and City Council Member of a small community like ours.

Marshall stated Golden Shovel is a full-service marketing and communications firm that specializes in economic development.

Marshall discussed the power point presentation.

Questions from the board

Fleming stated he did not think that there had been a website that had been completed that entails all the groups and things available in Craig and Moffat County. Fleming asked what the first step in doing this would be? Marshall stated they need to identify what the first thing they want to do is. The main thing is to identify the boards goals and objectives. Fager asked if the Golden Shovel would help to get a plan in motion rather than just talk about it, like what has been happening for years. Marshall replied that yes, they would help get that plan moving. Updike asked what something like that would look like. Marshall replied it would be having a few strategic planning sessions to narrow down what they wanted to do. Fleming replied this board has started doing that and are trying to move that direction. Marshall recommended getting some wins on the board to be able to show the community where money is going. He stated this will help when it is time to go back to the voters and get this approved again. Fleming mentioned that the board has discussed if they need to get a board director and if it would be necessary. Fleming asked Marshall if this would be something the Golden Agency could facilitate. Marshall replied yes that they would.

Public Comment

Balleck stated the Business Opportunity Tool Kit is due next Monday at 9. Part of the toolkit includes implementation. Balleck believes part of this would include working with companies

like the Golden Shovel. The CDEMP has a website underway with a local company called Chaos Ink. Balleck feels like everyone is moving in a good direction.

Thompson Booker, co-chair for MCTA, felt like there have been plans upon plans done with no follow up. She feels like there should be more action instead of so much talk.

Balleck asked about pushback and involving local community. When doing business recruitment and building incentive packages, with having quarterly meetings built in, how do you handle when site selectors come in? Marshall replied some of it will have to be done at the local level and will still need to be coordinated and follow through. Marshall stated if a site selector was to come in, it just depends on what will be the most effective and whether Golden Shovel would be there. They may not be needed for each time.

Foreman asked what kind of trade shows we should be looking into? Marshall replied without knowing the target industries it would be really hard to narrow that down, because there are so many trade shows out there.

Tucker stated he feels we are on the right path.