

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

**February 21, 2017**

**In attendance: Chairman Dave Fleming; Kirstie McPherson; Dave DeRose; Dave Heinrich; Roger Richmond; Michelle Balleck; Neil Folks; Luke Tucker; Ken Wergin; Frank Moe; Eldon Holland; Randy Looper; Absent Tami Fager, Victor Updike**

**Call to Order  
Consent Agenda**

Richmond made a motion to approve February 7, 2017 minutes. DeRose seconded the motion. Motion carried 5-0. See attached.

**Updates**

Grant committee: Richmond felt it best to take the grant committee down at this time, since not much is going on. Fleming stated he wanted to keep it around, but not in the forefront.

Financial Update: Fleming stated on second meeting of the month Mindy Curtis will bring a balance sheet and income statement to report on. Curtis gave a report regarding the balance sheet and income statement. Curtis explained how the monies will show on the reports. The fund balance is similar to home owners' equity when looking at the balance sheet. Richmond asked if insurance was being payed quarterly. Curtis answered that the 2016 insurance expense could be posted back to when the expense actually occurred. Fleming stated the coverage was from when the board was started till the end of 2016, and the \$1800 is for 2017. Curtis also wanted to clarify that she would just be doing a financial update and not obligated to stay for anything else. Fleming confirmed this.

DeRose made a motion to approve mileage reimbursement, to David Heinrich, in the amount of \$667.80 for 1260 miles traveled. Richmond seconded the motion. Motion carried 4-0. See attached. David Heinrich abstained.

Fleming stated after speaking with the commissioners, they came to the conclusion that Curtis will not have a board position, so she will need a different title.

DeRose made a motion to appoint Mindy Curtis as fiscal reporting agent for the LMD board. Heinrich seconded the motion. Motion carried 5-0. See attached.

**Discussion and Action**

Project development from organization document: Fleming stated the board discussed this a little at the last board meeting. McPherson stated at the last meeting it was decided each board

member would review these and discuss defining thoughts concerning each organization. McPherson stated it is now time to move into implementing stage of quarter 2. Fleming stated per the strategic plan they wanted to have this accomplished by the 2<sup>nd</sup> quarter. Fleming would like to find out which project is at the top of the list for most groups and compare that to what is at the top of the list for LMD. Richmond said he had a copy of the community assessment from 2013, and that it did not seem a much different than the information they currently received. He would like to have seen something with a little more forward vision. DeRose stated he thought it was not so much that they hadn't worked, but that they hadn't been put into motion and struggling to get people to do something. He would like to take 2 or 3 of those goals and do them. McPherson asked Richmond where he felt the board should go from the information provided. Richmond said the first step would be to figure out who we are and get branded. Fleming said collaboration is not where it needs to be yet, but there has been improvement in that area. He also agreed that defining who we are, whether that be by branding or figuring out how to get collaboration, would be a great start. McPherson stated putting together community branding, that was one of the community strategic planning meeting goals, in December, as a top priority. DeRose stated they need to pick out one or two of the community branding goals and figure out who is going to pay what, so this can start moving forward. McPherson asked if the board had gone through the organizations packets received. DeRose asked that everyone pick their top three and come back at the next meeting and discuss. Fleming agreed and said compare those to what each of the board members top three are. McPherson asked if the board is going to agree to do something, that they do it, and be prepared at the following meeting.

Funding application review: McPherson discussed the funding application packet. She said it will not look exactly like this as it will be a pdf version. The only thing missing are the key indicators. They tried to base it off MCTA's funding application. McPherson stated this packet will be revised but can still be approved tonight. After the key indicators are added it can be reapproved at a later date. There will be a cover letter attached to the application explaining what the LMD is. This application will be available on the Moffat County website.

DeRose made a motion to approve the current version of the Local Marketing District Funding Application. Heinrich seconded the motion. Motion carried. 5-0. See attached

Fleming wanted to discuss the Dinosaur budget and funding request. Heinrich has not been able to attend the last few meetings. Fleming asked if everyone would review, prior to the next meeting, the Dinosaur funding request that was sent out a while back.

### **Other Business**

Fleming discussed the Golden Shovel agency and email that was sent out to board members. Michelle Balleck and Fleming had an online meeting with this agency. The agency inquired as to whether the board had a director or had thought about having one. They also asked if they could send a proposal to the board concerning this. DeRose stated he would like to have the agency talk to the board. McPherson agreed but thought it could be a substantial cost to the

board. Richmond thought it looked like the agency was geared toward the internet and websites. He would like to contact some of the groups that have worked with them and find out their thoughts. Fleming was concerned with manpower time and getting things moved forward without having a director. A really intriguing portion to him was the cost of the support staff. Fleming asked about a parameter of dates to try and get every board member at this meeting. McPherson asked if the 29<sup>th</sup> of March would work to call a special meeting. This meeting will need to be posted. Fleming will get a hold of the agency and find out what time they are available to meet.

Broadband meeting: Fleming stated February 22<sup>nd</sup>, there will be a broadband meeting at CNCC. The board of the broadband committee will be presenting their plans for moving forward. Balleck stated all the key entities were invited. Fleming will be the representative for the board at this meeting.

### **Public Comment**

Balleck wanted to mention branding and the December 12<sup>th</sup> prioritization and action workshop. Balleck will be meeting with the directors of the Chamber and the MCTA, regarding branding. The business climate survey is out and they are looking forward to seeing the results. This is a part of the business opportunity tool kit. Results will be posted at the Chamber Mixer next Thursday, March 2<sup>nd</sup>. Balleck also wanted to mention the Golden Shovel agency. She met with them last year and agreed with Richmond that it did look like they were primarily website builder.

Holland stated he is kind of offended because the board asked for information from organizations that was about two pages long. He said it bothers him that he doesn't hear anything about things like the Golden Shovel until board agendas go out. He feels like information on organizations such as these should be shared more and that it is very critical. Holland would like to see a facilitator to work on things like the Golden Shovel.

DeRose asked Randy Looper about advertising. Does KRAX have a press pass type package? Looper thought possibly they did. DeRose felt it important to get a video library out to talk about all the events going on in Moffat County. Looper picked KRAX because they were the only ones that responded to them.

Wergin had a critique for the board. He felt the board needed to be doing their homework and being prepared for the next meeting. He felt like tonight nothing was going to happen. He would also like to see the town to get a good clean up going.

Heinrich stated the tribal casino meeting will be Thursday, February 23<sup>rd</sup> at Fort Dushane, at the Tribal headquarters. The land trade will be on the south side of town, there will be a swap between the tribe and BLM to get the land where the casino will be. If the BLM approves the swap, everything will proceed with plans for the casino to be built. There is a casino in Southern Colorado called Sky Ute and this casino will be very similar in build. Tribal elections are in April,

and they are trying to get things approved before a new council is selected and possibly changes their mind.

DeRose made a motion to adjourn meeting. Richmond seconded the motion. Motion carried. 5-0. See attached.