



LMD Workshop with MCTA
February 20, 2018
CNCC Room 175
4 PM

Present: Michael Morriss, Dave Heinrich, Luke Tucker, Randy Looper, Chris Jones, Tammie Thompson Booker, Rich Thompson

MCTA Representatives Present: Tom Kleinschnitz, Director MCTA, Shannon Moore, Chair MCTA, Cindy Looper, Secretary, Rebekah Greenwood, Co-Chair, Larry Hoover

Guests: Michelle Balleck, Melody Villard,

The workshop was called to order at 3:59 PM

Presentation made by MCTA Board and Director.

- Summarized 2017 Events funded by LMD and how they were distributed between the events.
- The entire amount that was allocated to MCTA and several of the events was not fully utilized.
- Approximately \$7300 was not spent from the \$20K that was allocated.
- Not listed on the sheet was the advertising for the Event in the Colorado Official State Vacation Guide.

Open discussion of how events need to be supported between MCTA and LMD. Urgency was expressed by the MCTA Board and Director as well as several of the event volunteers represented in the room both in the audience and on both boards.

Request by LMD to go over the lodging tax amounts collected, reserve funds required etc.

- Cindy Looper explained how budgeting was handled by MCTA and the directives given by the current and previous County Commissioners, regarding budgeting process and reserves.
- Chris Jones asked additional questions about reserves and the MCTA Board Chair and Co Chair addresses his concerns. Targeted marketing plan and how we are spending this money not just spending all of the MCTA reserves. Jones addressed his concern of nickel and diming the LMD Fund and that the large cash reserves in his mind are for a large project. As the LMD tax will sunset in 8 years.

Event requests for 2018 were discussed as what they are requesting/proposing for 2018 grants both for advertising and event support.

- Chairperson Moore and Director Kleinschnitz met with Signature Events prior to the workshop and shared their conversations with those events. And what their anticipated grant funding ask would be.
- Discussion about the procedure moving forward for those funding requests. It was made clear NO funding requests have been approved for 2018 for any events for any amount with MCTA or LMD.
- Does LMD want to take on the Funding Requests or does that go to MCTA in their role. Agreement needs to be made between these two boards as to who is going to do this or if both boards are going to do this. No confirmation from County Attorney in writing that says MCTA can use funds granted by LMD for Event Support. However, verbally it has been stated it would most likely be okay to spend LMD dollars for Event Support and not just Advertising and Promotions as the MCTA Funds are restricted.

Discussion with how monies were collected by MCTA and how reserves have been handled.

Discussion about what events have asked for, for 2018 vs previous years and why has that ask been increased for 2018. Director Kleinschnitz deferred to the members of the MCTA Board. Will more money make these events better? And bring in more money and better results with more promotion/advertising and support of these events?

- Tammie Thompson Booker agreed more money for events will lead to better acts/performers that will result in better economic results.
- Cindy Looper spoke to this as a representative of the MC Balloon Fest and feels that more money will be beneficial overall.
- Larry Hoover sees events as short-term investment and money could be better spent on trails and economic development, and that \$50K is too much for events
- Rebekah Greenwood spoke to the event funding from MCTA vs. LMD. Tourism is low hanging fruit and events are part of that. Would like to partner on trails development and developing events.
- Shannon Moore feels more investment in events will make them grow.

MCTA Director shared the 2018 Marketing Plan for MCTA and mentioned some goals for this year as well as shared their video. Discussed the number of leads currently being received from existing advertising in Colorado Official State Vacation Guide, Rocky Mtn Journal and Yellowstone Magazine. Additional ask by MCTA for \$30K for brochure and winter promotion as well as potential travel trade shows.