

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

**September 5, 2017**

**In attendance: Chairman Dave Fleming; Victor Updike; Dave Heinrich; Dave DeRose; Roger Richmond** Kirstie McPherson; Tom Kleinschnitz; Christina Oxley; Frank Moe; Ken Wergin; Ray Beck; Shannon Moore; Andrea Camp; Michelle Balleck; Randy Looper; Gayle Severson; Robin Schiffbauer;

**Call to Order**

**Consent Agenda**

Revised by Roger Richmond; page 2 paragraph 4 to state that the admin assistant is hired by Flint Personnel Services. Motion to accept minutes as amended by Richmond, second by Heinrich. Passed 5-0. See attached.

Funding: Major payments in August (note documents by Mindy). Attached.  
Approval 1st Dave H. 2nd Victor passed 5-0

**LMD Business**

Dave Fleming, business plan and budget is due this month, discussed meeting options. Richmond recommended a special workshop for 3 hours before the next meeting. The board set a workshop meeting to be on Tuesday, Sept 12th starting at 5:30 PM at the Yampa Valley Bank boardroom. The special meeting was officially called by Dave Fleming.

**Funding Requests**

Dave Fleming handed out a funding request to be considered for the next meeting September 19th for Museum of Northwest Colorado.

*Downtown Business Association:* Requesting a total of \$2,000 for live entertainment during Octoberfest. Octoberfest will be held on Oct 7th from 10AM - 5PM in Alice Pleasant Park and surrounding areas. Breeze Street will be blocked off for the event if needed. A local band will be the entertainment amongst several others (local and out of town). There will be a vendor fair along with other activities downtown.

Motion: Richmond, motion to approve \$2,000 with the DBA for the event (with event funding contract). 2nd Dave H. Dave D. made note that this is coming out of our marketing budget. Approved 4-1 apposed (Victor?). Passed.

*Moffat County Tourism Association:* Print project: Marketing plan presented to the board by Tom Kleinschnitz. This will allow for more marketing put out through MCTA. Total requesting for project \$14,000. \$9,000 for printing of brochures, \$5,000 will be a video produced about hunting and winter season, this would be the second video in the installment.

Fleming asked about the brochures and their current standing, where Tom clarified the design process still needs to be completed. Roger asked about the current standing of the budget for MCTA, where Tom said that there is money in the budget, and this would be to add to the production (quantity produced). 10-15,000 could be produced from MCTA alone (without the support from other partners).

Richmond moved to table the request pending further organizational structure by the organization. Second, Victor. Passed 4-1.

*Moffat County Tourism Association:* Benefit package: Benefit package for MCTA director: Requesting \$25,093 and adds enough to be considered to be a county employee. The County commissioners have requested MCTA to stop searching for a new director as they would like to meet this Thursday about combining MCTA and LMD and a combined director. The chairman of the MCTA board directed the halt of the Director search until the meeting with the commissioners happened. Fleming asked if this increase in salary and benefits would have had an impact on the resignation of Tom Kelinschnitz, he said it would have it would have been earlier.

Richmond motioned to deny the request of funds based upon the information received, Second DeRose. Victor clarified what information received, and was informed about the halt in the director position. Passed 5-0.

*Craig Chamber of Commerce:* Electronic Sign requested about \$15,810 - \$17,124, presenters Randy Looper, Robin Schiffbauer, Gayle Severson. Will be requesting signage such as Dinosaur received, but larger. This sign would be to advertise events and other information to promote. Fleming asked about any money being put in the budget over the years this has been on the table, Looper said it has been unable to fit in the budget. The current sign is unable to be used because of location. The new location would be located at the Chamber of Commerce. Differences in cost include 5 lines versus 4, and the ease of being able to change the content, as well as the pixel count. DeRose asked about being able to put photos on the sign in which it was stated that there could be photos as well as videos. If all funding is not received then there wouldn't be a way to obtain the sign.

Motion: Dave H. moved to accept the funding application. Richmond objected to the motion because of the nature of the request. CRS29.2011 is unclear if this can be funded. DeRose brought up the idea of funding this next year, where the committee said that would work and they would have more time to work through how to process this (such as advertising). Motion 1 killed on the floor.

Motion: DeRose seek legal counsel and table until we can figure out how to fund this entirely. Second Victor. Passed 5-0.

*City of Craig:* Mike Foreman presented a funding request for the Parks and Rec Master Plan. Submitted to DOLA for a grant for this project. DOLA said to find matching funds and they will fund 50% of the plan. Needing \$38,500. Requesting \$19,250 to backfill the budgeted amount for the city who has half of the match in the budget. Foreman outlined the benefits of the plan and why it is important to the community and economic development. DeRose asked about looking

at County properties, and no money is being asked of from them, DeRose stated that they should seek money from them as well. Looking at Loudy-Simpson Park and Sherman Youth Camp will be the county properties. Updike asked about the City Comprehensive Plan, where Foreman stated that it is being looked at for next year's budget. There have been no RFPs sought after for this plan yet. Richmond asked about the supporting documents (and lack thereof). Richmond asked about pg 7 paragraph 4, where it speaks about closures such as the pool, making the application outdated with the new application. Success rate is very good if it is matched, Fleming clarified with Foreman. Fleming asked about the estimated amount of money lost because we don't have this plan for the Parks and Rec department, in which Foreman could not give an exact amount. DeRose asked about the 2002 master plan and what has been completed. Foreman stated that no it has not, and most likely will not with the outdated information.

Motion: Updike motioned to fund the match for the Parks and Rec Master Plan at \$19,250 as a pledge for matching funds for the DOLA grant, 2nd by DeRose. Passed 5-0.

*Dinosaur. Welcome Center Sign Electric Hookups: \$1,986 requested to payback.*

Richmond objected to the funding request as it does not meet the standards of funding as noted in CRS29. Cannot reimburse funds, and should be looked at with attorneys. No motion was made.

### **Public Comment**

Frank Moe: Update of the merger, Commissioners will meet with MCTA this Thursday. Tuesday it will be on the agenda to appoint a member. Asked for a time to meet with the board about the merger. MCTA director was suspended for the search until the meetings with the above organizations were complete. Frank stated that the attorneys will be available during the presentations about the merger. City and County will be appointing new members at their next meetings.

DeRose asked about projected revenues for next year.

Smart Business Alliance: Spoke about the hire from the RFPs and the anticipated package that the community will receive by this project.

Chris Oxley: OEDIT technical assistance grant about the community branding, and after speaking with the Business Opportunity Toolkit consultants, that their work should come first to be able to apply to branding. Toolkit will start in Sept with presentation in January, branding to start in October with presentation in January as well.

Motion to adjourn: DeRose, second Heinrich 5-0