

Moffat County Local Marketing District

March 10, 2022, Meeting Minutes

- Start: 4:01PM
- Board Members in Attendance: Justin Kawcak, Julie Elarton, Tim Osborn, Chris Jones, Randy Looper
- Board Members Absent: Tammie Thompson-Booker
- Audience: Tom Kleinschnitz, Melody Villard, Shannon Scott, Jennifer Holloway

- Agenda Items
 - Conflicts of Interest: None
 - Minutes – No minutes from February 2022 meeting. Randy Looper added that 2021 minutes had been deleted from Moffat County website. Erin Miller was aware of the issue and was trying to retrieve them to put back on the webpage.
 - Financials – Report from Randy Looper
 - No expenses in 2022 as of end of February
 - Income higher than normal. Randy discovered that some hotels were paying quarterly, thus causing ‘spike’ months.
 - Randy still expressed surprise that December and January revenue months were each in the \$70,000 range.
 - Randy added to spreadsheet a column that showed the budgeted amount for each line item.
 - Justin mentioned pending state legislation that would allow local marketing tax revenue for capital projects. Legislation was being discussed in the House branch of Colorado legislature
 - Chris shared with audience that MCLMD had roughly \$532,000 as bank balance and roughly \$66,170 committed.
 - Resolution for Exemption from Audit 2022-01
 - Randy Looper moved to approve resolution
 - Tim Osborn seconded motion
 - Approved unanimously
 - Craig Chamber of Commerce 2021 Grant Final Report – Jennifer Holloway
 - Shared QR codes for three media projects completed by Chamber in 2021
 - MCLMD grant used to for visitor center support
 - Justin asked about 2022 goals / projects. Jennifer mentioned mural replacement at east end of town and possible MCLMD funding? She also shared education classes for businesses and their employees.
 - She mentioned \$200,000 Sand Wash grant with BLM to hopefully improve parking lots and infrastructure. Plan includes development of Duffy Mountain. Chamber has part time employee through 2022 that is a grant writer.

- Final Reports Discussion – Randy was steward for discussion
 - Randy had two points of discussion
 - First, Randy requested that MCLMD create final report form for non-event funding (current form was designed for events).
 - Second, Randy was wondering if we can place a timeline on funding cycle for events and non-events so money allocated can be returned to MCLMD if organization does not submit final report.
 - Board agreed to create non-event final report form
 - Board discussed placing time limit on how long awarded funds would be available for grant recipients. Justin suggested that MCLMD reach out to Heather Cannon and Mindy Curtis to make sure MCLMD is not violating any statutes by placing such restrictions.
- See Source Billing
 - MCLMD had not received invoice from See Source since November 2021. Randy has sent email to contact on file but not received a response. MCLMD has lost access to site most likely because MCLMD has. Randy asked audience member Tom Kleinschnitz for current contact info and Tom indicated he would provide.
- General Board Discussion
 - Board Vacancy
 - Chris Jones asked if board member Michael Morris whose term ended in January was officially gone. Board indicated that Michael was officially done. Julie indicated that she knew of one person who had submitted letter of intent with the county to fill Michael's vacancy.
 - Second Round of Event Funding
 - Chris asked if second round was coming up. Randy indicated deadline was March 31st. Randy indicated he had an application for Reggae Festival and that Town of Dinosaur was submitting an application.
 - Randy indicated that in April meeting MCLMD needs to decide what to do with excess funds allocated for events. Board decided to wait until April meeting to determine if legacy events would receive additional funding with any surplus remaining after next grant cycle.
- Public Comment
 - Tom Kleinschnitz – Alerted MCLMD that he would be submitting future request for brochure specifically designed for Maybell and replace / replenish current Dinosaur centric brochure. Tom indicated he would complete the legwork and MCLMD would pay vendor directly (as opposed to running through Moffat County Tourism Association (MCTA)). Tom offering his services to coordinate this project. Tom will put request

in writing for future MCLMD meetings. Randy expressed concern about why MCLMD would pay directly instead of project running through MCTA. Tom explained that this was not a MCTA project, and he was offering services as a liaison to those communities, not as a project of MCTA. Chris expressed concern about Maybell brochure becoming outdated with Sand Wash grant projects (discussed in Chamber presentation). Tom indicated that brochure would be Maybell centric and would not have Sand Wash information. Tom also indicated that he would like to have similar designs for all Moffat County location / area specific brochures.

- Adjournment
 - Moved by Randy Looper
 - Seconded by Julie Elarton
 - Meeting Adjourned: 4:40PM