

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

September 19, 2017

In attendance: Chairman Dave Fleming; Victor Updike; Dave Heinrich; Dave DeRose; Roger Richmond Kirstie McPherson; Tom Kleinschnitz; Frank Moe; Shannon Moore; Michelle Balleck; Paul Knowles; Sasha Nelson; Tammy Thompson-Booker

Call to Order

Consent Agenda

Minutes approved as read; motioned by Dave DeRose, second by Dave Heinrich, passed 5-0.

LMD Business

Quarter summary and yearly report is currently in draft form, will be sent out to the board. 2018 Budget draft was completed for the board's review.

Special meeting will be called on Monday September 25th at 5:30 PM; the meeting will be to approve the 2018 business plan and budget, as well as the 2017 yearly report, and 4th quarter report, as well as approve the bylaws update.

The board will present these finalized documents on Tuesday September 26th to the Moffat County Commissioners, City Council, and the Town of Dinosaur.

Funding Requests

Museum of NW CO: Paul Knowles, assistant director. Needed to meet the demands of the funding, knowing that funding will be down over the next several years. Presented the 2017 Fact Sheet, as well as recent publication announcements naming the museum one of best quality in CO. He then presented the budget which is proposed to be cut by \$100,000 next year, almost half of the operating budget. All nonessential spending is being cut in order to keep personnel. Billboards and other (brochure) marketing to attract tourists and visitors; these items will be cut from the budget. Currently asking the LMD to pay for the billboards.

Richmond motioned approve the funding \$7,517.00 for the next two years out of the promotion and tourism budget, second by DeRose, motion passed 5-0.

Presentations

Frank Moe: Merger:

Recommendation of how to get this done: Send the legal opinion to all stakeholders as soon as possible, with a combined meeting date, ask all stakeholders to identify areas of concern, have attorneys available to answer legal questions, ask each stakeholder to choose no more than three representatives.

Comments of the board:

Fleming; which one of these proposed structures are superior? Response; no response was made by Commissioner Moe.

Richmond; looking through the projected income for the LMD for next year, projections are lower than what has been planned on this presentation (by approx \$80,000). Looking at concept B, \$320,000 in personnel expenses, which only leaves \$90,000 on remaining capital. Response; some of the positions are already being paid for, but we need the people to be able to execute these. "We need to break the cycle of being in a "shortfall" and start speaking about growth."

Fleming; on the organizational chart the 9 board member make up, explain as it stands now for the LMD, the exofficio board (with it being the County Commissioners, City, and Dinosaur), would it be a conflict of interest to have a board seat that can vote as well as the exofficio vote? Response: "When we wake up every morning, there is a conflict of interest" Frank Moe.

Fleming; next week when we present to the Council and Commissioners, our recommendations and thoughts will be brought up. Next steps, on some degree is on you, now that you've had a singular meeting with each of the groups, now it's time to get a combined meeting.

Public Comment

Tom Kleinschnitz: update the board about the event funding that has been given from the LMD for 2017 events. \$20,000 has been given, \$5,000 is still available, ideally for winter promotion. \$10,000 was put in for a co-operative advertising packages for the signature events in Moffat County. \$5,000 went to the Pro Rodeo that also did advertising, they have not given statistics back from the efforts. Spoke about the funding that was given to DBA, stated that the criteria would not have been met by MCTA standards, but did comment on helping with the seed funding of a new event. Suggested changes in how funding is handled.

Motion to adjourn Dave Heinrich, Second DeRose 5-0 passed