

LMD Regular Meeting Minutes
November 14,2019
Craig City Council Chambers

Present: Chris Jones, Tammie Thompson-Booker, Randy Looper, Dave Heinrich, Rich Thompson, Justin Kawcak Absent: Michael Morriss

Guests: Charlie Carroll, Ryan Dennison, Jennifer Holloway, Christina Oxley, Kandee Dilldine, Andrea Camp, Cindy Looper, Tom Kleinschnitz

-Meeting was called to order @ 4:06 PM by Chris Jones, Vice Chair.

-Roll Call and Guests

Chris Jones welcomed Justin Kawcak to the board. He was appointed to fill the seat vacated by Luke Tucker by the City Council on November 12, 2019.

-Randy Looper will not vote during Balloon Festival or Chamber of Commerce Funding.

Minutes from October 10, 2019 Meeting. Motion Dave Heinrich, Second Randy Looper. Approved

Chris Jones presented the financials, as presented on the financial statement created by Michael Morriss.

Wrap up report for the Octoberfest was presented by Kandee Dilldine. Good event attendance was up approximately 500 people. 300 wristbands were given out. Weather was great and helped with attendance. Next year no vendors but a more activities oriented event. Dutch oven cook off not as many participants as hoped, got late start hope to grow this for 2020. Motion to approve the invoices are presented with receipts as presented by Kandee Dilldine. Rich Thompson Made Motion. Randy Looper Second. Motion Approved.

Craig Chamber of Commerce –Moffat County Visitor Center funding for 2019. Presentation was previously given by Jennifer Holloway. Chris Jones gave some history to Justin Kawcak regarding the funding. Discussion regarding P&L presented by the Chamber. Motion made by Tammie Thompson-Booker to fund Craig Chamber of Commerce-Moffat County Visitor Center \$25,000 for 2019. Second by Justin Kawcak. Randy Looper abstained. Motion passed.

2020 Strategic Plan. Tammie Thompson Booker, Rich Thompson and Randy Looper were in attendance. Dave Heinrich was there in his role as Dinosaur Town Council. Ex-Officio Board would like to give more direction to LMD but without a quorum at the meeting they really couldn't make decision. Clarified the issue with the 2019 Budget as presented to the Ex-Officio Board. Michael Morriss corrected it with Mindy Curtis. Background was given to Justin Kawcak to get him to speed on the balances available to spend by the LMD. Chris Jones sent updated strategic plan to Erin Miller last week. Background was given to Justin about the make up of the Ex-Officio Board and the LMD's role with the Ex-Officio Board. Randy Looper made suggestion to remove Broadband out of Cornerstone but leave in other projects. Motion made by Tammie Thompson-Booker to approved the 2020 Strategic Plan as presented. Second was made by Randy Looper. Motion was passed unanimously.

Discussion about local smaller events led by Randy Looper. Making a proposal to the City's EDC group based upon the discussion and decision by the LMD Board. Concern that Events have been budgeted for \$50,000 and we currently have requests for almost \$100,000. Dave Heinrich stated he didn't think the

event should have to make money in order to get funding from event. Our balance sheet is so large that he believes we should fund events. Discussion regarding event funding and what the LMD's role is in funding events. Discussion was tabled as no consensus was reached by the board.

Events will present for the requested support. Public comment will be had and then board will determine the funding decisions for each event.

Event Funding Presentations:

\$20,000 Requested for Whittle the Wood – City of Craig-Ryan Dennison made presentation for event support. Will be used to pay for entertainment. Questions were asked about ticket prices may be for 2020. It will depend on the band that is selected.

\$15,000 Requested for Moffat County Balloon Festival- Presentation made by Cindy Looper and Maggie St John. 2019 was a great year and looking forward to growing in 2020. This will be the 11th year. Spent less than was requested for 2019.

\$1,000 Requested for Homemade Homegrown- Downtown Business Association. Presentation made by Kandee Dilldine. The idea for a one day farmer's market to replace the loss of the farmer's market. Added a Homebrewer's contest with at least 8 local home brewers.

\$4,930 Requested for Oktoberfest-Downtown Business Association. Presentation made by Kandee Dilldine. Event was held in 2018 and grew significantly in 2019. Money will be used for event insurance, security and entertainment. Booth's will be more activity focused and not so much vendor focused.

Public Comment:

Christine Oxley spoke about determining the value and metrics of events. Determining the economic impact, could we get more detailed information now that the city collects. Further discussion about the HRC Fund at the United Way. Asked about the Economic Plan of the LMD. Spoke to her position with the state and workforce development. She can be a resource of data analysis, with similar information that was previously provided by Yampa Valley Data Partners.

Justin Kawcak noted that Melanie Kilpatrick left flyers to be picked up.

Event discussion continued, we only have \$34,000 left of the \$50,000 that was budgeted. \$16,000 was committed for 2020 and 2021 to the Colorado State High School Rodeo Finals. Rich Thompson agreed with Dave Heinrich about assisting the smaller events for several years and they have the potential to grow. Rich Thompson felt that we should make some adjustments to our budgets.

Chris Jones stated that 2020 should be the year of accountability for all events and entities that we fund. We expect a lot more as an LMD Board. Randy Looper asked what does this mean as a standpoint of the event. Strategic Plan goal is to measure the success of the events. Look at the Signature Events to measure those events. Continued discussion about data that we can mine and how we can track success of events and the economic impact to the community. Funding events as requested with data to determine results and future outcomes. We should be in charge of the data companies and we should understand the topic. Tammie Thompson-Booker will get some presentations on the agenda for the December meeting. Start meeting earlier in December to accommodate the presentations.

Motion made by Tammie Thompson Booker to fund WTW for \$20,000. Dave Heinrich second. Motion carried unanimously.

Motion made by Rich Thompson to fund \$15,000 for the MC Balloon Festival. Justin Kawcak second. Randy Looper abstained. Motion carried unanimously.

Motion made by Justin Kawcak to fund Homemade Homegrown for \$910. Second Rich Thompson. Motion carried unanimously.

Motion made by Dave Heinrich to fund Octoberfest for \$4930. Second by Randy Looper. Motion carried Unanimously.

Motion was made by Tammie Thompson-Booker to adjourn Meeting Second by Randy Looper Meeting adjourned at 6:00 PM