

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

**January 17, 2017**

**In attendance: Chairman Dave Fleming; Kirstie McPherson; Dave DeRose; Victor Updike; Tamilyn Fager; Roger Richmond;** Frank Moe, Commissioner; Lauren Blair, Craig Daily Press; Michelle Balleck; Chris Oxley; Desiree Moore; Mike Foreman, City Manager; Joe Bird; Tom Kleinschnitz. **Absent Dave Heinrich**

**Call to Order  
Consent Agenda**

DeRose Made a motion to approve December 6, 2016 minutes. McPherson Seconded the motion. Motion carried 6-0. See attached.

**Updates**

Financial updates: Fleming stated he received an update for LMD monies received, for the month of November 2016, at an amount \$25,284.80. That will bring the yearly total to \$238,190.25.

Fleming stated he met with Mindy Curtis concerning the budget. Together they did a revision of the budget to get line items in the appropriate areas. Some changes to line items were; putting money under contract labor for the secretary, professional and legal services, office supplies, travel expenses, and insurance for CIRSA. Fleming has not yet heard from Curtis for approval. Richmond is concerned with the budget and suggested having Curtis attend meetings, to assure we are getting line item expenditures placed appropriately, for the county's bill paying processes. Richmond felt that if the county is going to be that heavily involved, that he should resign as treasurer and appoint the county representative to that seat. Richmond stated the going back and forth with the county, trying to get things in the appropriate line item is becoming increasingly difficult. The insurance being the example, and not being able to meet or make any substantial decisions without the it being in place. Insurance has been an item on the agenda for several months. Another is the approval of the administrative assistant and making sure they are getting paid. DeRose agreed with Richmond stating he would also like to see these things get approved. DeRose felt there has been too much trouble created over this. Richmond thought a workshop with the county could help to get past this hurdle. DeRose asked Commissioner Moe to share his thoughts on the issue. Moe stated that there is a new board of commissioners, and in discussion with them, they would like to allow Mindy Curtis more time to work with the LMD Board. He stated they are all going to support the efforts. Moe is now the liaison to the LMD. Curtis will be more accessible to the LMD board. She has a meeting with the commissioners Friday, to discuss these matters.

DeRose made a motion to approve the current budget for now, let the commissioners and Curtis discuss Friday, and hope they get their vote of confidence, for the board to start paying their bills. Updike seconded the motion. Motion carried 6-0. See attached.

McPherson stated that CIRSA and the amount for administrative assistant need to be reapproved, that there were some accounting flaws that were not specifically stated. CIRSA needs to be approved for \$1869 and the administrative assistant for minimum, \$607 and 20 hours a month, equal to \$7284 a year, maximum, \$14,600 a year. (\$30.21 an hour, \$25 for administrative assistant plus \$5.21 for taxes, etc. through Flint)

DeRose made a motion to approve the CIRSA contract of \$1869. Fager seconded the motion. Motion carried 6-0. See attached.

DeRose made a motion to approve paying administrative assistant 20 hours a month at \$607, with a minimum yearly amount to be \$7284 and the maximum to be \$14,600. Updike seconded the motion. Motion carried 6-0. See attached.

McPherson stated that there has been an issue getting a PO Box. Issue being how to pay for it. McPherson is having Pingley check into getting a PRO card to use for such instances. McPherson does not see any issue in getting it. Richmond made a motion to lay this issue on the table until further interaction is received from the county, and set up a workshop with them and get more direction. Updike seconded the motion. Moe stated that the county will be having a meeting about such things on Friday and invited a board member to attend. DeRose stated he would be willing and available to meet at that time. Motion carried 6-0.

### **Discussion and Presentations**

Program planning and projects: Fleming stated from the last meeting he had asked the board to think about 3 ideas of projects for implementation. Questionnaires have been sent out to several entities and they have received about 4 back. They are slowly starting to come in. McPherson stated she sent them in a zip drive to the board members. Fleming handed out an idea he had for the other board members review. He is in hopes they will get more from other entities to review. McPherson stated there is a list of what entities were sent the questionnaire. The board approved the list and McPherson asked the Director of United Way, Amanda Arnold, to also pass this along to other not profits across Moffat County. Fager stated she has her three but they do not stick with 13 Ways to Kill Your community, but she is happy with them. Fleming thought everyone doing their own would be a great way to start and then find common ground amongst those. McPherson stated she also had her three. The board agreed to have everyone say what their three projects are in brief.

Fager started:

1. Casino, she felt Craig needs to grow before we can do anything in the community.
2. Bring in a Tiny House manufacturing facility. Fager has done some research and has some great leads.
3. Recreational Center

DeRose:

1. Create a master plan for an industrial park for the land the city owns next to the Safety Center.
2. Business and manufacturer incubation
3. Concentrate on our identity for future recruiting and branding.

Fleming:

1. Community grant writer, whether that be under the LMD or in partnership with other people. Fleming feels there has been a poor job done having the time and expertise and it would make their jobs a lot easier to be able to get money to bring into a lot of these projects.
2. Define vision and brand strategy for the County.
3. Business park/manufacturing incubator to identify targeted industries that would work in our area.

McPherson:

1. Community and branding strategy
2. Business recruitment, but identifying what target businesses we should go after
3. Something happen with Better City, even if LMD just tailors a manufacturing incubator as part of it

Richmond:

Pass

Udike:

1. Would like LMD to form a gold course committee. Would like to try to market business people to come play our course and stay in our hotels.
2. Business incubator/industrial park
3. Fund architect, the Save the Barn committee needs to save the Luttrell Barn

Fleming stated they have received questionnaires from Northwest Colorado Health, Moffat County United Way, Northwest Colorado Community Health Partnership, and Yampa Valley Young Professionals. Fleming would like to start reviewing these before the next meeting and start talking about commonalities. McPherson stated the way board meeting fell for some entities, these packets are just now being approved and will be received by the LMD, before the next meeting. Udike asked if Michelle Balleck had come up with their three projects. Balleck stated that the Moffat County Economic and Prioritization workshop the group decided broadband is one they want to move forward on. The next one was the CNCC programs, growth and infrastructure. Residence halls are being looked at, a meeting space for students as well as possibly the community, and looking at growing their programs that they are offering to serve the community. The second goal was to promote ground recreation opportunities, tourism and fully utilizing the trails within our community. The third goal was a community branding and community pride campaign. This would entail building from within and understanding who we are, and being able to convey that to visitors and each other. Richmond wanted to add an

observation that, before any of these ideas can be implemented, we need to get a definition of the county and city's planning and zoning regulations. He feels that a lot of the regulations that are in place now are with yesterday's growth and that they don't reflect future growth. Fleming thought that there would probably be some joint-cooperation on this from the county and the city. Bird asked when the last time we did a comprehensive plan was. DeRose stated 2007 was the last time. City manager thought it was time to update that, especially with planning and zoning. He wanted to know how to fund that project. Joe Bird stated he was liaison of planning and zoning for the City, and he would talk to them about this issue. Moe stated that they have talked with the City about bridging the Building Department, parks and recreation and IT services.

Funding Allocations Process: Fleming stated the board has had two groups request funding. Fleming asked if the groups could wait until the February meeting. He would like to get a document process figured out to keep track of these groups and try to keep it consistent. Updike suggested having a committee of three people from the board. Richmond stated a basic application would be good, also having the group come with a business plan. McPherson stated she along with Fager will come up with a brief application and have it ready by the next meeting.

#### **Other Business**

Fleming stated at the last meeting there was discussion of having a workshop with legal counsel. They suggested the board put together questions, submit those to them and they will get back to the board with answers. Fleming would like to have everyone's questions by the next meeting, and get those sent to the attorney's.

DeRose made a motion to submit the current 4 questions to the attorney's. Fager seconded the motion. Motion carried 6-0. See attached.

#### **Small Business Alliance: Michelle Balleck, Desiree Moore, Christina Oxley**

Michelle Balleck introduced herself, she is the Executive Direct of the Craig Moffat Economic Development Partnership. Desiree Moore introduced herself, Director of Community Education at CNCC. Christina Oxley introduced herself, Executive Director of the Craig Chamber of Commerce. Balleck stated that the 3 of them along with McPherson, meet regularly to share goals and ideas. They have lunch and learn opportunities. The next luncheon is tomorrow, (January 18<sup>th</sup>) and it is about time management. Balleck stated they come tonight, to the board, with their business tool kit and request a letter of support. With this letter, they can go after some grant opportunities with the Department of Local Affairs, as well as the United States Department of Agriculture Department of Rural Development. Oxley stated the funding would bring in an Economic Consultant that would look at their primary industry and the gaps in the supply chain. Balleck stated one thing they have been talking about at EDP is a targeted marketing campaign, that would include reaching out to companies that would make sense in Craig and Moffat County. Oxley stated they need the commitment of \$30,000 to be able to

apply for two grants. To break the \$30,000 down, SBA is asking: \$7500 from the City, \$7500 from the County and \$15,000 from LMD.

DeRose made a motion to create a letter of support for the USDA Rural Development grant of \$25,000. Updike seconded the motion. Motion carried. 5-0. See attached. McPherson abstained as she is part of the group requesting the funding.

Updike made a motion to make a financial commitment and fund the request up to \$15,000. DeRose seconded the motion. Motion carried. 5-0. See attached. McPherson abstained as she is part of the group requesting the funding.

### **Public Comment**

Commissioner Moe stated next week's meeting will be talking about rural jumpstart. One rural jumpstart would be products or services that are not currently in the state; two, what's the purpose and intent; three, supply chain analysis; and four, business manufactory incubator.

Bird stated he feels the LMD has their hands tied in a lot of areas. Bird would like to see the County and City get out of the way of the LMD, so they can get things done.

Kleinschnitz, with the Moffat County Tourism Association, stated he will be coming to the board to request funding. It will be for event marketing. They have thus far budgeted \$15,000 for events. Kleinschnitz stated events are an important way of attracting people to Moffat County.

DeRose made a motion to adjourn meeting. McPherson seconded the motion. Motion carried. 6-0. See attached.