

Moffat County Local Marketing District

February 13th, 2025

Start: 4:01 pm

Board Members in Attendance: Nate Browning, Chris Jones, Randy Looper, Julie Elarton, Marshelle Gray, Wade Gerber, Justin Kawcak

Board Members Absent: N o n e

Audience: Melody Villard, Andrea Camp, Desiree Hope, Clint Malvitz, Rachel Malvitz, Dan Davidson, Ryan Dennison, Melanie Kilpatrick, Shannon Scott, Tom Kleinschnitz

Conflicts of Interest: Randy will Abstain from the City of Craig discussion and vote.

Agenda Items:

- Board Officers for 2025
 - o President – Justin Kawcak
 - o Vice President – Chris Jones
 - o Secretary – Nate Browning
 - o Treasurer – Randy Looper
 - o 1st: Justin
 - o 2nd: Marshelle
 - o Passed Unanimously
- RC Pro Appliance Grant Request for - \$100,000
 - o Chris Jones asked for more firm financials – Suggested they contact the SBA for free help with their business plan.
 - o RC Pro will firm up financials and come back with a grant request.
- City of Craig Grant request for Craig Sports Complex planning and design for \$272,500.
 - o Grant would be to design sports complex.
 - o Overall cost of the project is over 2 million
 - o Board feels this is too much to fund and City should get voters/community behind the project.
 - o No motion made
- Museum of NW Colorado Grant request for marketing and advertising - \$17,165
 - o 1st: Chris
 - o 2nd: Wade
 - o Yes: Wade, Nate, Chris, Marshelle, Justin
 - o No: Julie
 - o Motion carried
- Marketing Collateral
 - o Approved Rack Card provided by Melanie Kilpatrick & will order 2,500 to start.
 - o Will order some new banners and checks for presentations
 - o Board will review MCLMD website (www.MCLMD.com) , FAQs single sheet, and consider having board members attend events to educate community on MCLMD.
- Approval/Discussion of the MCLMD Event Funding and Final Report Documents
 - o Motion to approve updated documents and post on county website was made and passed unanimously.
 - o 1st: Justin Kawcak

- 2nd: Julie Elarton
- January Meeting Minutes
 - Reviewed and approved unanimously.
 - 1st: Julie Elarton
 - 2nd: Chris Jones
- January Financial Report
 - \$14,003.36 in January tax revenue
 - \$34,676.95 in expenses paid in Jan.
 - YTD Revenue \$14,003.36
 - Cash on Hand \$471,918.70
 - Commitments \$430,720.47
 - Cash on hand after commitments of \$50,869.23 – though needs reconciled with county fiscal agents
 - Will need to watch cash flow as the year progresses.
 - Cy Properties grant expires in June and this would allow for an additional \$148,088 of current funds to be available.
 - Town of Dinosaur may present a Community Center project for funding
- Bylaw Review
 - Justin Kawcak presented board members with MCLMD Bylaws for them to review and bring questions, if any, at a later date.
- 2025 Strategic Plan Review
 - Justin Kawcak provided Board Members with MCLMD 2025 Strategic Plan so that all new and existing board members have a copy.
 - Discussion around having board members attend community events this year to educate about the MCLMD.
- Annual Conflict of Interest Disclosure Form
 - Justin Kawcak provided to all board members and they will sign and return to him.
- General Board Discussion
 - Chris Jones: Ski Joring would be open to a Facebook staged check acceptance at a later date
 - Justin Kawcak will keep MCLMD banners at his office
- Public Comment
 - None
- Adjourn
 - 1st: Chris Jones
 - 2nd: Wade Gerber
 - Passed Unanimously

Zoom link:

https://us06web.zoom.us/rec/share/0m1_NtAzcd8ZFQ8NJsqgF8WXWwJvH3zDKEnofgTkf4A1QtcOk6ysFaXt1ZjB81o.qeCeoGqNIOOfEYSG

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