

MCLMD Regular Board Meeting – March 11, 2021

- **Roll Call**
 - Present
 - Justin Kawcak
 - Michael Morriss
 - Randy Looper
 - Tim Osborn
 - Absent
 - Chris Jones
 - Tammie Thompson-Booker
 - Dave Heinrich
- **Guests:**
 - Tom Kleinshnitz- Moffat County Tourism Assoc.
 - Andrea Camp - City of Craig - Arrived during public comment
- **Conflicts of Interest Disclosure**
 - Discussion: None
- **Approval of Minutes from February Meeting**
 - Discussion: None
 - First: Randy
 - Second: Michael
 - Results: All in favor
- **Financial Report**
 - Discussion:
 - Michael Morris
 - Feb Receipts (reflecting Dec): \$45,962.77
 - YTD Expenses: \$46,119.24
 - Golf Course is submitting receipts
 - \$254,394.20 Commitments Unpaid
 - \$309,469.20 Balance on Hand After Commitments
- **Audit Exemption Approval and Signature**
 - Discussion:
 - Justin Kawcak
 - Presented Resolution 21-01 "A RESOLUTION/ORDINANCE APPROVING AN EXEMPTION FROM AUDIT FOR YEAR 2020 FOR THE MOFFAT COUNTY LOCAL MARKETING DISTRICT, STATE OF COLORADO"
 - First: Michael
 - Second: Tim
 - Results: All In Favor
- **Discussion - Bi-Annual Event Funding Process**
 - Discussion:
 - The original purpose of the two time per year event funding process was to capture funding opportunities for new events. During our annual budgeting and planning process we will explore looking to fund EXISTING events once per year and allow NEW events at any time.
 - Discussion was had in terms of the differences, importance, and economic impact of large, or signature events, versus smaller events.
 - As the lodging tax is scheduled to sunset in 2025, discussion was had on beginning a funding reduction program per annum for our event funding. During our annual

budgeting and planning process we will explore reducing funding by X% or \$X to each event over the coming years in order to allow event sponsors ample time to adjust and strategize the shortfall.

- **Discussion - Letter from Keller Law**

- Discussion:

- Justin Kawcak

- Keller Law present the MCLMD with a letter informing us of the closing of our files in regards to their work on Scope of the Board and Mission. Files will be stored until February 26, 2023 and then be destroyed. Justin has requested a copy of the file for MCLMD records.

- **Public Comment**

- Discussion:

- Tom: Kleinschnitz - Moffat County Tourism Assoc.

- We helped him with Marketing Plan and website and he provided an update.
- RFP approved for website from county attorney.
 - Wants website up in mid-August.
 - Will sign contract first part of May
- Digital advertising - MC Tourism Board approved co-op with Colorado Tourism Office.
 - MCTA gives \$10,000 and CO Tourism Office gives \$7,500 into the co-op and will create a very strong digital presence that will include eTarget Shared Email, Mobilefuse In-Market Mobile, Sojern Travel Programmatic Display, TripAdvisor OTA Digital Display, MiQ Sequential Digital Display, Creative Services, and a Wrap Report.
 - He will show us a report of the results and access received to platforms
- River Trip in Lodore Canyon this year w/ participation from the CO Tourism Office, CO Office of Outdoor Recreation, BLM, and MCTA Board to have a platform to talk about MC's future. Will be great connections to form and a way to plan a good future.
 - 2 Spots for MCLMD Board members
 - August 18, 19, 20
 - Michael Morris is interested
- Has really enjoyed being in the Yampa Building. A lot of positive things seem to happen there.
- Visitor Center done in May

- Andrea Camp

- City received funding for the Yampa Diversion Park
 - Could start construction in 2022
- Ex-officio board needs to get together to decide what to do with the dinosaur seat on the MCLMD board.
- City hired an Economic Development Director: Shannon Moore - starts early April. From San Angelo Texas. She has done something similar to the URA that the adventure center is seeking.

- Adjourn

- First: Randy
- Second: Michael
- Result: All in Favor, Adjourned at 5:18pm