

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

May 2, 2017

In attendance: Chairman Dave Fleming; Kirstie McPherson; Victor Updike; Dave Heinrich; Dave DeRose; Tami Fager; Roger Richmond Tori Pingley; Neil Folks; Melody Villard; Albert Villard; Tom Kleinschnitz; Frank Moe; Mindy Curtis; Eldon Holland; Andrea Camp; John Husband; Randy Looper; Mike Foreman; Chris Oxley; Ken Wergin; Liz Johnson; Michelle Balleck; Kathy Powell; Lauren Blair; John Ponikvar; Krista Schenck; Rob Schenck

**Call to Order
Consent Agenda**

McPherson made a motion to approve March 21, 2017 minutes. Richmond seconded the motion. Motion carried 7-0. See attached.

Updates

Financial Update: Curtis presented the March and April updates and the expenditure report.

DeRose made a motion to approve the financial report. Heinrich seconded the motion. Motion Carried 7-0. See attached.

Oxley, Balleck and Powell presented the Smart Business Alliance tool. Oxley feels like this program is going very well. Oxley handed out the Business Opportunity Toolkit. They have narrowed it down to three firms and one back up. They are currently waiting for a DOLA grant. The implementation plan will be about \$75,000. Balleck stated they are really excited about the proposals they received. Fleming asked if they could give a brief description of what was in the RFP. Oxley stated it felt like Better Cities was more of an over-all view of what certain places want. The firms they interviewed more site selector types. Fleming asked what the foundation for implementation would be. Oxley replied there would be several pieces of implementation from marketing products, video filming footage, tourism and business development, Craig pride and community branding, collaterals, trade shows, site selectors, magazines and mailing lists. They expect the consultant to put them in contact with the websites they need to be a part of, for many of these things. Richmond asked if the group would be submitting a business plan to the LMD of what they are doing. Balleck stated that they would not get to hiring a firm unless they had the LMD's support. They are waiting to find out if this will be funded and supported locally or if they will have to wait a few months for grants to come in. Richmond would like to see a business plan from the top three and their qualifications and what the groups top pick would be. The three firms ranged from \$50,000-\$80,000. They have not yet heard whether they will get the USDA grant. DeRose stated he would like to see the groups top three. Richmond would also like to see the group rank the three firms and the pluses and minuses of each. Oxley felt like those requests could change through an interview. Fleming would like to know that the implementation will be on track. He wants to make sure it is solid with timelines. Balleck stated what they need from the board tonight is a commitment of \$45,000, for a total of \$60,000 with the prior \$15,000 that was

committed. Fager feels like there have been a lot of plans done but she feels like they are on the right track with this. Richmond asked if the City and County were in support of this. Commissioner Moe stated he wanted to make sure that this was going to tie in with Rural Jumpstart. Mayor Ponikvar stated he agreed that everyone needs to work on this together.

Richmond made a motion to lay the issue on the table for further information. Heinrich seconded the motion. DeRose would like to have the three firms come back with their proposals and what the groups top pick is. DeRose would also like to agree on an amount tonight. Richmond withdrew motion.

Richmond made a motion to lay the issue on the table, pending further information and received 5 business days prior to the May 16th meeting. No second.

DeRose made a motion to have the group come back with further information, on the three applicants, not later than 5 business days prior to the May 16th meeting. Also, that the LMD would consider setting aside \$60,000 for this project and schedule a special meeting if need be. Fager seconded motion. Motion Carried 5-1. McPherson abstained due to conflict of interest. Richmond opposed.

Craig Chamber, MCTA & CMEDP: Oxley handed out a packet to the board. Balleck stated they lined out the primary projects for 2017 in the Appropriation Proposal that are close to be ready for implementation dollars. This includes the Business Opportunity Tool kit that they just presented on, the event marketing, and administration expenses. Broadband implementation was also included in this. Broadband is moving forward with the City and County with the support of CMEDP. They have approached the 7 key partners and of those have 5 committed. LMD has been asked to ear mark money for Broadband. Kleinschnitz discussed the River Front Project that is included in the packet Oxley handed out. There is a budget attached. Richmond asked if there was a phase 1 funding request. Kleinschnitz said that the first thing they need is support for the Recreation master plan for the City and County. The cost for this plan is about \$60,000. Foreman stated there are several grants that they could go after if they could get a City/County Master Recreation plan in place. There has been one response to the RFP and it came in at \$68,000. McPherson feels this is a really important thing and that there is a lot of community support behind this. She would like a little more information on the master plan before the board commits. Balleck stated at this time, she is asking for \$25,000 over 3 years, for an administrative assistant for the CMEDP. Fleming asked if the 1.2 million is the total cost for the River Front project or just phase 1. Kleinschnitz responded it is just phase 1. Fleming asked what funding sources they had for this. Foreman responded the have DOLA, GOCO and there is a River project grant. Foreman stated the RFP would take about 30 days. McPherson asked if at that time, they could come back with a funding proposal.

McPherson made a motion to allocate \$25,000 over 3 years, to CMEDP, to Broadband implementation, for their administrative assistant position. Fager seconded motion. DeRose was concerned with giving future money and would rather give this year's funds instead. Motion Failed 0-7.

McPherson made a motion to allocate \$25,000 over 3 years, to CMEDP to appropriate themselves, to Broadband implementation, for their administrative assistant position. DeRose seconded the motion with the caveat that CDEMP does not come back for more money in the next 2 years on this issue. Motion carried 4-3.

Yampa Valley Data Partners: Holland stated he had a discussion point for tonight. Holland presented Possible Economic Impacts of a Dinosaur Museum. Liz Johnson is a curator of repository and Paleontology with the Science Faculty at CNCC. Johnson presented a slide show about Dinosaur bones found in Craig and Moffat County and what a possible Dinosaur Museum or Welcome center could mean. CNCC was granted Federal Repository status and it only took 6 months compared to the normal 3 years. Holland would like to do a business plan on this and figure out what size the community wants. The board all agreed that this was a great idea.

Discussion and Action

PO BOX: Pingley will fill out application.

Logo & Facebook: McPherson stated there is still a Facebook page and wanted to know if they wanted to keep it going. Fleming asked does the board need a logo? McPherson thought a logo would make sense if we were going out to bid on something but otherwise no. Fleming stated there is a stamp that he has that could be used. McPherson stated the Facebook page is not live. The board all agreed the page could be deleted.

Dinosaur workshop meeting: May 16th, 6PM at Dinosaur Town Hall. McPherson asked if there were any certain topics that everyone would like to go over. Updike stated he will be absent from the meeting but would like to hear about the hang gliding event. DeRose also stated he will be absent.

Fleming presented an expense report for Dave Heinrich for travel. Reimbursement rate of \$.535 a mile.

DeRose made a motion to approve expense report for 1,260 miles at \$674.10. McPherson seconded the motion. Motion carried. 6-0. See attached. Heinrich abstained due to conflict.

Public Comment

Updike stated he feels other entities need to be putting money in also. That by doing that it can show more commitment for other grants.

Holland stated he felt like there was a goal for data as part of the infrastructure for economic development structure. He was really impressed with the survey that The Parks office did. He thought there were several groups utilizing it. He thinks Yampa Valley Data partners may be going under due to a lack of sustained partnership.

Wergin stated he would like everyone to remember that people do volunteer time. He would like everyone to keep track of time volunteered because that can be tracked in addition to funding.

Richmond made a motion to adjourn meeting. Fager seconded the motion. Motion carried. 7-0.
See attached.