

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

August 1, 2017

In attendance: Chairman Dave Fleming; Kirstie McPherson; Victor Updike; Dave Heinrich; Dave DeRose; Roger Richmond Tori Pingley; Christina Oxley; Tom Kleinschnitz; Ken Wergin; Neil Folks; Frank Moe; Michelle Balleck; Mindy Curtis; Andrea Camp

**Call to Order
Consent Agenda**

Richmond made a motion to approve July 18, 2017. DeRose seconded the motion. Motion carried 6-0. See attached.

Updates

Financial update: Pingley emailed finance statements to board. Curtis handed out copies of financials. Curtis stated she was in contact with State Audit for the audit exemption, they said they have the exemption as the date it was received. Curtis will pass along further information as she receives it. Curtis reviewed financials with the board. Fleming stated Curtis sent him an update concerning the office supply line. Curtis stated there was a line item that defaulted to another line when entering. It has been corrected. Fleming asked if there were any pending items, Curtis responded there was \$25,000 for CDEMP coming out soon.

DeRose made a motion to approve financial report. McPherson seconded the motion. Motion carried 6-0. See attached.

Discussion and Action

Fleming discussed the letters of support that CMEDP requested. Letters were prepared and sent back to CMEDP.

Funding and reviews: McPherson stated that there have not been any funding requests come in. There was one that came in after this meeting was posted that could not be added to the agenda due to time constraints. It will be from AGNC, as soon as McPherson gets that she will forward it on.

Presentations and Discussions

Smart business Alliance: Oxley gave a quick update. Oxley stated they were awarded \$55,000 by DOLA. This grant along with the USDA grant and the LMD match means that this project can move forward. Oxley stated they reached out to the applicants that had received prior and have heard back from about half of them. They will now be working on setting up interviews with the applicants. Balleck stated on a related note they applied for 3 blue print technical assistant

opportunities. Fleming asked for a brief description of what the brand building will do. Balleck stated when they had the Prioritization and Action workshop in December and the 9 anchor institutions represented, one goal was developing a community branding campaign. CMEDP has been meeting with the 9 anchor institutions to find out who are we and where do we want to be, what brand do we want to be, that will elevate us to where we want to be. Fleming asked how long it would be to get someone hired on the interview process. Oxley stated it will be a quick turn-around. Balleck also stated part of the application asked how fast the applicant could get to work on the project.

Year in Review

Fleming stated there are currently 2 board seats that will be open at the end of the month. One being Tami Fager's position, and the other position being Kirstie McPherson's, as they both had 1-year terms. One seat is a county represented seat and the other is a city represented seat. McPherson stated at the last City Council meeting they approved to combine marketing efforts with the County to post these positions. Fleming stated they will also be having a budget due for next year due around October. Fleming would like to discuss budget items in one of the next workshops. McPherson stated one of the main objectives they wanted to get done tonight was to discuss what they have done and what still needs done. McPherson reviewed the goals the board created for the past year. The board discussed what was a success and what they feel needs work on for next year's goals. DeRose feels like the board should do away with the workshop meetings and go back to the regular meetings so that they can be approving stuff at each meeting. McPherson stated a big reason of going to workshop meetings was to discuss openly anything that came up, with regular meetings, the board is limited to what is on the agenda only. Updike suggested have the second meeting of the month start as workshop and then go into a regular scheduled meeting. The board proposed having workshop start at 5:30 and the meeting start at 6:30.

Fleming asked Kleinschnitz if he was leaving, Kleinschnitz confirmed that yes, he will be leaving his current position; His last day will be September 22nd.

Public Comment

Wergin stated he has been having trouble hearing the board from the audience, asked if the board would please speak up. Wergin suggested some wording changes concerning agenda items and items being discussed. He doesn't feel like the board is getting where they want it to. He feels that a workshop before meetings will be good for the board.

Kleinschnitz stated he would like to be put on the next regular meeting agenda to discuss updates.

Kleinschnitz stated he also has a request for writing a letter to the Colorado Tourism Office for a grant. Kleinschnitz handed out a letter he would like the board to consider signing such letter. There are some website updates that need made and a video that they are currently working on.

The last thing is 9 separate brochures for Moffat County. Kleinschnitz said that a letter of support from the Town of Dinosaur would also be helpful for this matter.

DeRose made a motion to sign the letter presented from MCTA. Richmond seconded the motion. Motion carried 6-0.

Kleinschnitz stated due to family issues he will not be able to continue in Moffat County. He stated the board is currently seeking a replacement. He stated since his time is limited he wanted to mention the Moffat County High School Rodeo will be coming to the board requesting \$16,000 for 2 years each. He felt that this was a lot of money and that the event does not bring a lot of lodging revenue. He doesn't feel the request is being well received within the lodging community.

Camp wanted to clarify some stuff for Mike Foreman's benefit. Camp stated that they did get some funding approval for the Parks & Recreation master plan through the City of Craig, but there is still a 25% match that they must come up with. Camp wanted to know if Foreman got the info to the board next week, which meeting would he be on. McPherson stated that there is a formal request form that needs to be filled out. DeRose stated there is a 2-week time frame from the board receiving the packet, to then getting on the agenda.

Camp also mentioned that the City is working on a new logo that would be on their letter head. Camp stated she is still working on a "Welcome to Craig" sign that would be on every entrance coming into town. She would like to see it be versatile enough to be able to advertise events going on within the county. Camp would like to see it be a sign that is changeable.

Camp stated her and Oxley have been working on a yard sale sign to replace all the boxes that get put on the Safeway corner of Finley and Victory Way. They are hoping to do a metal magnetic map of Craig with markers that people can move to their location. Camp stated she did receive an Okay from the owners to put the sign up with the stipulation that they would take it down if/when needed.

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