

Moffat County Local Marketing District

October 9th, 2025

Start: 4:00 pm

Board Members in Attendance: Nate Browning, Justin Kawcak, Wade Gerber, Randy Looper, Marshelle Gray.

Board Members Absent: Julie Elarton, Chris Jones

Audience: Andrea Camp, Melody Villard, Brittany Johnson, Ryan Lucas, Justin Doubrava, Kandee Dilldine, Matt Moore, Maegan Veenstra.

Conflicts of Interest: None

Agenda Items:

- Approval of September meeting minutes
 - o 1st – Randy
 - o 2nd – Wade
 - o Motion Approved
- September Financial Report – Financials are an estimate – Randy will correct with the County and report financials in November
- MRH EMS Training Center Final Report
 - o Project went well MRH is Thankful for the LMD support.
- Good Vides River Gear Final Report
 - o Launched advertising video in July – Saw 217% increase in website views, increase product sales by 80%
 - o Added 1 part time employee – hoping business increase allows for more employees.
- Homemade/Homegrown Final Report
 - o Event went well – Thanks for the support.
- 2026 Strategic Plan
 - o Resolution 2025-01 – Approval of 2026 MCLMD Strategic plans.
 - Randy Motion to Approve
 - Nate Seconded
 - Motion Approved
 - o Ex-Officio Meeting Discussion
 - Meeting went well – attended by Justin and Marshelle
 - There was a request to send out entire meeting packet that contains all the meeting information so it can be reviewed by all prior to the meeting. Nate will send out from now on.
- General Board Discussion
 - o Randy asked if we could move the meetings into the commissioner’s conference room – No objections.
 - o CIRSA is signed and sent.
 - o Update and discussion on LMD renewal and marketing plans
 - LMD signs are up around town.
 - Julie asked, ‘Who is approving what the chamber is sending out?’ – She got a message “Tourists pay so we can play” which she thinks is not a great message. Justin said he will talk to Melanie about our messaging.
- Public comment:
 - o Andrea – has seen several ads from MRH and others that have received funding about support of LMD. These ads are helpful, and we need more.
 - o Meeting Adjourned
 - 1st – Wade
 - 2nd - Randy

Meeting Adjourned 4:39 P.M.

<https://us06web.zoom.us/rec/share/Vmzu8TaVCJlp1KgsLfZPeN1qTP-cyZ-3CqVqo4ki-OoCYP-1X3Qmt2S8IwYzASHn.UogRC8xwP9dQY2jC>

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