

Local Marketing District meeting

Wednesday, February 10th, 6 pm

Maybell Community Center

406 Collom Street Maybell, CO 81640

Minutes:

In attendance: (City of Craig) Ray Beck, Tony Bohrer, John Ponikvar, Jim Ferree, Sherman Romney, Derek Duran, (Moffat County) Frank Moe, John Kinkaid, (Town of Dinosaur) David Heinrich, Toby Cortez, (Audience) Randy Looper, Kerry Moe

Frank Moe, as acting chairman, called the meeting to order. A motion was made to accept minutes from the last meeting (1/5/16 – See attached). The motion was seconded and approved.

Voting Procedures:

The first order of business was to discuss voting procedures. It was decided that there would be one vote per member. Ray Beck read into record CRS 29-25-108 regarding the makeup of the Ex-Officio Board for the Moffat County Local Marketing District. John Ponikvar made a motion that voting would be in accordance with the operating plan adopted by all three entities. The motion was seconded and approved.

Gunnison-Crested Butte Tourism Association Board:

Ray read a letter (see attached) from John Norton, Executive Director of the Gunnison-Crested Butte Tourism Association. This letter describes the process and the problems that were associated with the original board, which was disbanded and reconstituted by the Gunnison County BOCC. Everyone agreed how important it will be to be focused and get the selection of the board members right the first time.

Melody Villard, Tammie Thompson-Booker, Doyle O'Neil (MCTA), Rebecca Tyree, and Chuck Grobe (Moffat County) present

By-Laws:

Sections of the Gunnison-Crested Butte by-laws (see attached) were read aloud and discussed. It was decided that the Gunnison-Crested Butte/MCTA by-laws be used as templates. Sherman and Becky have reviewed these and will work to combine the best of the two into a concise, not overly complicated with legalities, set of by-laws.

Article 1:

Description of services/purposes for the Local Marketing District Board needs to spell out that its function is for economic development, tourism and promotion of public events. Ray suggested the formation of a sub-committee to take on the rewording of the by-laws to streamline the process. Frank, Tony, & John P. volunteered to be on this sub-committee. It was agreed that they would try to present some results at the next meeting.

Section 3:

Definitions – Plug our information in and have our attorneys look at it and advise us about anything that might be missing.

Sections 4-7:

Attorneys are working on those

Article 2

Board of Directors:

Section 1:

Discussion of balance between City/County/Town of Dinosaur. Town of Dinosaur representatives expressed concern about not having enough representation. The board will need to have a minimum of five members, but seven would be a better balance. With a seven member board, three appointments will be made by City of Craig, three appointments will be made by Moffat County, and one appointment made by the Town of Dinosaur. The City and the County would have the option to appoint members from anywhere in the County, including Dinosaur. Even though the board would be citizen-based, the real challenge will be to find the best qualified seven people available, people that are knowledgeable and experienced in marketing and tourism. Motion was made that the Local Marketing District Board of Directors would be made up of seven members: three appointed by the City of Craig, three appointed by Moffat County, and one appointed by the Town of Dinosaur. Seconded. Motion passed 8-1.

Section 2:

Board Qualifications:

Each appointing entity should determine what qualifications they would like to see in their board members. Becky Tyree commented that this would be a good time to be able to put criteria in the by-laws regarding any experience/education/credentials that you might want appointees to possess. But don't put in too specific of wording. Frank said board members should have some qualifications. Let each entity make their own picks; look for balance, don't pick all the same type of people. A motion was made to accept parts A & D of Section 2 for the Local Marketing District by-laws. Sherman asked if they want to add, "Each entity-specific qualifications be a sub-section"? Seconded. Passed 9-0.

Sections 3, 4, 5 & 6 (Terms, Application, and Appointment):

Turn over to attorneys to work out. Sherman suggested that staggering three years terms would probably be the most effective.

Sections 7-10 (Vacancy, Resignation, Removal, and Appeal of Removal):

Turn over to attorneys to work out. When a board member resigns from Local Marketing District Board, appointing entity needs to reappoint. Section 9 (Removing board members for good cause): Attorneys need to refer to CRS; members cannot be arbitrarily removed; a certain process needs to be in place. The appointing board can only remove the members they have appointed. Members can be removed if they miss three consecutive meetings. The question was asked, "Is there a place to appeal if you have been removed?" Becky read from the CRS regarding this.

Article 3

Duties of the Board:

Section 1:

Comments or suggestions? The question was asked, "Do we need to adopt Articles of Incorporation?" Ray discussed the pros and cons of this; the consensus was that it would just add to the red tape that we have to deal with. Sherman and Becky both said it would not be necessary. Chuck said he felt like it was too early in the process to worry about this. Sherman suggested that this would be something to look at down the road, especially in relation to grants, etc.

Section 2 - Budget & Strategic Business Plan:

Comments or suggestions? Tony Bohrer wondered if it would be a good idea (or even possible) to provide some type of compensation to members of the appointed board. He felt that compensation would attract a stronger board, make it more worthwhile to serve. Whether that would be per diem, mileage, etc. Section 9 discusses compensation as part of the annual business plan and budget.

Bullet Points:

It was felt that all of the bullet points contained in this section were good starting points. The question was asked, "Should we leave this section to the attorneys or appoint a sub-committee to review it?" Sherman commented that this is a place for the appointing entities to give the board some criteria; this is where you tell them what you expect in their annual strategic planning process. It was decided that a sub-committee would be formed to refine these bullet points. Frank Moe and Derek Duran volunteered to be on this sub-committee. Chuck suggested that Dinosaur get involved in these sub-committees by conference call. David Heinrich volunteered to be on the "bullet point" sub-committee. Frank suggested making sure to include in the by-laws that it's acceptable to hold meetings by phone, Skype, etc.

Bullet point #6 talks about "coordination with strategic partners", it was suggested that the board should have a representative or liaison from each of the appropriate community organizations. Moffat County ACTS (which is made up of MCTA, the Chamber, CMEDP, etc) being one of those groups; Derek is a member of that group and said that they would not be willing to just "hand over" their own strategic plan to the Local Marketing District. It was hoped that the Local Marketing District and Moffat County ACTS can work together.

Section 3:

This section talks about board reporting. Clarification on language by the attorneys would be needed for this area. It would be important to have quarterly reporting to the City, County and Town of Dinosaur by the Local Marketing District Board.

General Discussion:

There was more discussion about board compensation. Ray talked about his experiences with the State Aeronautical Board. Chuck suggested that if Dinosaur board members came to an evening (or the weather is bad) meeting, give them the possibility of having a paid hotel room. It was decided to turn this over to the attorneys to refine.

The question was asked, "Should we elect temporary officers or leave it the way it is now?" Consensus was to leave it the way it is. Ray will chair the next meeting.

Audience Comments (Restricted to 3 minutes):

Tammie Thompson-Booker:

- The Local Marketing District Board should *always* submit quarterly reports. They need to expect the oversight (inspect for what you expect)
- Carefully consider the qualifications of board members. Look at people that are currently involved with boards and understand the commitment. Don't just pick someone because they are your friend.
- Be careful of the compensation portion; don't give away the farm; this is not an unlimited source of money
- Candlewood Suites would be happy to donate rooms for Dinosaur members

Kerry Moe:

- Since the lodging industry is bearing the brunt of the tax for the Local Marketing District, they would like to see a return on investment and help the entire community
- Need a certain level of sophistication for the Local Marketing District Board candidates
- Board needs to market outside of Moffat County, not just internally
- Does not believe that compensation is necessary. People serving on this board need to be totally committed, passionate. Full-fledged community effort, everyone working together
- Best Western Deer Park Inn would also contribute hotel rooms for Dinosaur members

Doyle O'Neil:

- Accountability. If the board members are not performing, they need to go; not just sitting on the board and collecting funds

Meeting adjourned. Next meeting will be announced by email