

Local Marketing District meeting

Tuesday, March 29th, 6 pm

Moffat County Courthouse Main Floor Conference Room

Minutes:

In attendance: (City of Craig) Ray Beck, Tony Bohrer, John Ponikvar, Jim Ferree, Derek Duran, Joe Bird, Kent Nielson, (Moffat County) Frank Moe, Rebecca Tyree, (Town of Dinosaur) David Heinrich, Toby Cortez, Richard Blakely (Audience) Ken Wergin, Melody Villard (MCTA), Jay Oxley (EDP), Audrey Danner (EDP), Chris Oxley (Craig Chamber of Commerce), Dave DeRose, Doyle O'Neil, Neil Folks, Patrick Kelly (CDP)

Frank Moe, as acting chairman, called the meeting to order. A motion was made to accept minutes from the last meeting (2/10/16 – See attached). The motion was seconded and approved.

Better City discussion: Better City will be coming to Craig April 25-28. They would like to address the LMD at that point regarding the county-wide economic assessment they have been contracted to do.

Tea Party meeting review (3/10/16): John Ponikvar commented that there were concerns brought up at this meeting that the LMD was a government driven initiative and that they (the public) would have no control over it. John felt that Tony Bohrer made a good point in that it was a citizen led initiative and that the government officials and entities had no “drive” behind that, and were trying to be good stewards of the money and get a good board appointed to make an effective organization for the community. Tony said he had conversations with citizens afterwards and several said they wished there had been more town meetings prior to the vote. Frank said that Matt Winey asked the question, “Why Better City and why are we doing another study?” Frank answered that this was a requirement in the process of the EDA grant and funding opportunities, a preliminary step in getting to the implementation stage and having the dollars to do it.

Frank & Ray Beck gave a short explanation of the experiences of the Gunnison/Crested Butte Tourism Association (GCBTA).

Draft By-Laws discussion: Many of the sections of the GCBTA by-laws were discussed and changes were made at the 2/10 meeting. Becky Tyree & Sherman Romney met to review the remaining sections of the by-laws to see how they could be applied to the Moffat County LMD by-laws. Each of those sections was read, broken down, defined and discussed at this meeting. Ray stopped by Becky's office earlier in the day and they worked together to clarify certain points.

John Kinkaid and Tammie Thompson-Booker present

Decisions that were made at the 2/10 meeting were reviewed. Timeline for filling empty board seats were discussed; 90 days was decided on.

(Section 7) Read from State statute regarding removal of board members: “Inefficiency, neglect of duty, misconduct in office, or missing three or more meetings (without due cause) shall/may be considered neglect of duty.” “Shall” was decided on. Frank pointed out that there are procedures in the state statutes on how to handle any board disciplinary actions. Becky also stated that it would be important for the board to follow Colorado Open Meeting rules.

Board Compensation: GCBTA by-laws say: “Board members shall not receive compensation other than mileage and reasonable travel expenses. Ray said he has struggled with the compensation concept. He feels that if it’s done, it should be minimal, because of the limited resources. Dinosaur members feel like it’s important to at least compensate their mileage for travel to meetings in Craig. Frank suggested that it be recommended that the board evenly distribute the meeting sites around the County. John Ponikvar feels like it should be up to the actual appointed LMD Board to make this determination. The phrasing in the by-laws will read, “Board members *may* receive compensation or reimbursement of reasonable mileage and travel expenses.”

There was also discussion regarding conference calling (phone, Skype, etc.) participation in meetings.

It was agreed that the Board would appoint their own officers.

Discussion regarding:

(Article 4, Section d.) Treasurer: “Moffat County shall act as the Fiscal Agent for the District and as such shall be an agent for the Board in the collection, management, and disbursement of all funds. As such, the Board with the assistance of the Fiscal Agent has fiscal responsibility for the District and may or may not need to appoint a Treasurer.” It was agreed that this will be part of the discretion of the new Board.

(Article 5, Section 1) Employees: “EXECUTIVE DIRECTOR: If approved by the Board, an Executive Director may be employed. An Executive Director will be the primary paid staff person for the Board. The Executive Director shall be responsible to the Board for the implementation of the Operating Plan and efforts to obtain measurable results. The Executive Director shall serve at the pleasure of the Board and shall have the following authority and responsibilities, unless otherwise expanded or modified by action of the Board.” This was agreed upon.

Amendments:

The last three pages of the by-laws are just standard language and did not require any changes. More research is required in the section that talks about disillusion of the Board (asset

distribution). Frank thought that there was specific language in the CRS regarding this. Also need to add language about the sunseting of this board.

It was agreed that the “super majority” of this board would be five out of seven.

Subcommittee reports:

Mission/Purpose/Vision Statement(s) – Tony Bohrer

Definitions of these statements are as follows:

Purpose is the “why” of what we are doing; Mission is how we are doing it; Vision is where we are going.

Frank, Tony & John Ponikvar worked to develop these statements:

Vision: The LMD funding will help promote Moffat County as a premier recreation- tourism destination as well as a desirable business friendly location for those that enjoy a varied outdoor lifestyle with a western atmosphere.

Mission: The LMD will support, enhance, encourage, and develop programs that lead to economic diversification by increasing tourism and business recruitment in Moffat County.

Comments were made that the word “development” should be added to the Mission statement.

The question was asked, “Doesn’t the Vision statement apply to what MCTA does?” The answer was that both the Vision & Mission statements are geared towards what EDP, MCTA and the Chamber do.

Becky feels that it’s up to the original governing board to set the direction for the Purpose statement for the seven member board.

There was discussion about grant monies and donations.

Budget & Viable Business Plan – Derek Duran

Derek, Joe Bird, Frank and Dave Heinrich worked on developing this plan.

Derek read and explained the following points of the plan:

BUDGET and VIABLE BUSINESS PLAN:

The Board shall by August 1st of each year (or before City/County/Town of Dinosaur Budget Sessions) must submit to the City of Craig, Moffat County Board of Commissioners and Town of Dinosaur a tentatively adopted Viable Business Plan with an accompanying budget for the next calendar year.

The Viable Business Plan shall address at a minimum, the following:

- Proposed results and measurements set forth by the LMD Board consistent with the purpose of promoting tourism, marketing and economic development within Moffat County, City of Craig and the Town of Dinosaur

-Proposed strategies and associated budgets to achieve the proposed goals and measurable results for the upcoming year

-Strategy for creation, maintenance and coordination of an effective broadband presence for and within the county

-Strategies for marketing in-County experiences and fulfillment

-Propose performance based contracts with Marketing, Economic Development and Tourism vendors/subcontractors that contract with the Board

-Coordination with strategic partners including but not limited to CNCC, Craig Chamber of Commerce, Moffat County Tourism Association, Craig Moffat Economic Development Partnership and anyone or any groups that set forth goals and objectives to enhance marketing, tourism and economic development within the City of Craig, Moffat County and the Town of Dinosaur.

It was suggested that the following language be added to this plan: “The final version to be submitted by October 1st to the governing bodies” (last sentence in the first paragraph) and the word “/diversification” in the last sentence of the last paragraph.

General Discussion:

Frank asked for suggestions on days to schedule the next LMD meeting that would coordinate with Better City’s upcoming visit. Monday, April 25th was agreed upon. (This date was later changed to Thursday, April 28th to accommodate Better City).

There was discussion about the process of picking board members for the seven member board.

Frank gave an impromptu Treasurer’s Report for the first month of the first quarter; the amount collected is just over \$9300.

Public Comment:

Ken Wergin: Public comment in the past has been that the LMD has not moved forward fast enough. He said he would let all of the groups whose meetings he attends that the LMD is progressing quickly.

Dave DeRose: Made several comments regarding specific wording in the by-laws.

Audrey Danner: Asked that the word “retention” be added to anywhere in the by-laws that talks about economic development (recruitment).

Tammie Thompson-Booker: Questioned how measurable goals would be implemented. The original board needs to have specific markers in place before they pass it off to the seven member board. She also commented on hoping that there would be flexible enough rules on term limits, so that if it was tough to find qualified board members, it wouldn't rule out someone that is qualified from serving again.

Chris Oxley: Expressed concern about missing information in the by-laws regarding liability, bonding and indemnification. It was recommended that she should meet with Becky about this.

Meeting adjourned