

**LOCAL MARKETING DISTRICT  
MEETING MINUTES  
APRIL 28, 2016**

Moffat County Commissioner Frank Moe opened the meeting of the Local Marketing District (LMD) committee at 6:00 p.m. on April 28, 2016, in the City Council Chambers. Those officials and staff present were Mayor Ray Beck, City Councilmembers John Ponikvar, Kent Nielson, Derek Duran, Moffat County Commissioners Frank Moe and John Kinkaid, Town of Dinosaur representatives Richard Blakeley, Toby Cortez, David Heinrich, Moffat County Attorney Becky Tyree, City Attorney Sherman Romney, City Clerk Kathy Larson and City Manager Jim Ferree.

Mayor Beck moved with a second by Councilman Nielson to approve the minutes from the March 29, 2016, meeting. Motion passed unanimously.

Commissioner Moe gave the financial report as of the end of February. He indicated that taxes collected so far were \$22,145.83.

Commissioner Moe then introduced Adam Hughes and Jason Godfrey from Better Cities, a municipal consulting services company, located in Utah. They have been retained by Moffat County and are currently doing a county-wide economic analysis of Moffat County. They gave a Power Point presentation on the history of their company and some of the services they have provided for other cities. Several ideas were offered on how to promote the unique opportunities in our area to help develop our local economy. Following their presentation, the LMD committee and others asked several questions and a lengthy discussion ensued.

Mr. Hughes and Mr. Godfrey discussed at length different ways they have used in financing development and re-development in communities such as establishing urban renewal authorities (URAs), funding through tax increment funding (TIF) and other ways. They indicated that already having a local marketing tax district in place is a very important step for our community.

They felt the most important thing that the LMD board can do is to hire the correct leader or director for the LMD. They suggested hiring someone from the private sector that had strong for-profit experience. They offered suggestions for qualities to look for in permanent board members and to allow these board members to work as an independent board. Better Cities will present the final results and recommendations of the Moffat County analysis on August 24<sup>th</sup>.

Commissioner Moe thanked them for their presentation.

City Attorney Romney and Moffat County Attorney Tyree reviewed the changes in the by-laws that were recommended at the March 29<sup>th</sup> meeting. The board discussed with the attorneys wanting to implement some of the suggestions from Better Cities into the mission and mission statement for the LMD. A suggested mission from Better Cities might be *“Institutionalize strategic project development that continually targets desired workforce demographic and strategic industry cluster.”* The revisions Better Cities offered on the mission statement are *“The MCLMD will support, enhance, encourage and develop programs that lead to economic diversification by increasing business retention, development and recruitment in Moffat County*

*that will in turn increase tourism, including funding for special events.”* Some discussion was held and board members would like to include some of these ideas into the existing mission and mission statement.

Attorney Romney then clarified, in detail, the definition, makeup, and responsibilities of a local marketing district. He then more clearly defined the “ex-officio” board and their responsibilities. The board wanted to leave the definition for “compensation” flexible so that it can be changed at a later date, if needed. This board also requested that the term limits for permanent board members be eliminated. Romney mentioned that there were no changes to the board makeup and that staggered terms for board members were part of the by-laws. He also changed the requirement to fill a vacancy on the board from 60 to 90 days.

The attorneys then talked about indemnification and the need for the permanent board to have their own liability and Director’s and Officer’s insurance. Mayor Beck has researched this and offered some suggestions.

Commissioner Moe then asked for comments from the board. After a few items were discussed, they reached a consensus that the next steps for this board are 1) recruitment of board members, and 2) finalize the by-laws. Then, the board started discussing the process for recruiting board members.

Under audience comments, Tom Gilchrist asked that this board please expand the reporting of the LMD meetings to the community not only through the newspaper, but, also on Facebook and the city and county websites. Dave DeRose encouraged this board to quickly recruit a permanent board to enable the long term success of the LMD. Ken Wergin commented on keeping the community informed quickly. Pattie Snidow, area director of USDA Rural Development, encouraged the ex-officio board to appoint the permanent board and “get out of their way and let them do their job.” She strongly supported an autonomous board. Adam Hughes and Jason Godfrey offered some final comments to the board.

**Next meeting: May 11, 2016 in Maybell at 6:30 p.m.**

There being no further business, the meeting adjourned at 7:50 p.m.