

## Local Marketing District meeting

Monday, June 27, 6:30 pm

Moffat County Courthouse  
Main Floor Conference Room

### Minutes:

**In attendance:** (City of Craig) Ray Beck, John Ponikvar, Bruce Nelson, Sherman Romney, Derek Duran, Joe Bird, Kent Neilson, (Moffat County) Frank Moe, Chuck Grobe, John Kinkaid, (Town of Dinosaur) David Heinrich, Toby Cortez, Richard Blakely, (Audience) Randy & Cindy Looper, Doyle O'Neil, Don Cook, Melody Villard, Michelle Balleck, Lisa Benett, Eldon Holland.

Frank Moe, as acting chairman, called the meeting to order. A motion was made to accept minutes from the last meeting (5/12/16 – See attached). The motion was seconded and approved.

**Frank Moe** gave the financial report: The unaudited total through April is \$47,678.

There was discussion about the Phase III Better City report and upcoming open house presentations.

### Board application and interview process:

Three applications have been received to date. It was decided that the application deadline would be extended to July 8<sup>th</sup>. Frank handed out blank application packets for the governing board to pass out. It was hoped that applications for more than the needed seven seats would be submitted so there would be some choice.

Motioned and approved to extend the application deadline to July 8<sup>th</sup>; if not enough applications are received at that point, the deadline will automatically extend to another two weeks (July 22). The next meeting date will be set when there is a pool of applicants.

**Frank** asked, "Should the governing board try to work on anything else or just concentrate on filling the board seats?" Consensus was to concentrate on filling the seats.

There was further discussion on the recruitment/interview/selection process.

### Audience Comments:

**Eldon Holland** expressed concern about the impression of the City and the County stepping away from the EDP and the Chamber when it came to economic development, and that one of the main reasons that he and others had voted for the LMD in the first place was to get local elected officials out of economic development funding. He sees the LMD by-laws as creating an additional level of control beyond board selection and budget; he wondered if there would be any interference from the governing board based on politics? These kinds of perceptions could impact the board recruitment process.

**Kent Neilson** pointed out that once the regular board is appointed, they could (with approval) change the by-laws. There was an overall general agreement among the governing board that they just want to get a board appointed and let them get on with the job.

**Eldon** encouraged additional reach out to EDP, the Chamber and the community to dispel these fears.

**Sherman Romney** commented that the by-laws(which follow the state statute that allowed this taxing district be set up) are in place to provide accountability for these tax dollars and the board members.

**Eldon** questioned if it was just the County that was going to have final approval of the budget?

**Sherman** said the County is just the Fiscal Agent that carries this on their books.

**Melody Villard** commented that elected officials need to have more trust in the volunteers that they appoint to these positions. This is a job that's new to this community, a job that we're going to learn from in the first year, and the by-laws are a guideline to start with. Give them a chance to figure things out and see what works and what doesn't. Let them make a few failures so they can make some home runs.

**Cindy Looper** encouraged the governing board not to be too quick to walk away from the board at the very beginning. It would really be pushing things if the board is not appointed until July or August and they would be expected to have an operational plan by October.

**Randy Looper** reminded the governing board that the by-laws say that the City needs to appoint three board members, the County needs to appoint three board members and Dinosaur Town Council one member, separately, not get together and vote on it.

**Derek Duran** said the intention of the governing board meeting with the LMD Board four times a year is just to keep in the loop with them, not to run down their goals and priorities and throw them out the window.

Meeting adjourned

(The electronic version of these minutes is available by calling 824-5517)

## ATTACHMENTS:

### Local Marketing District meeting

Thursday, May 12, 6:30 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, Joe Bird, (Moffat County) Frank Moe, Chuck Grobe, (Town of Dinosaur) David Heinrich, Toby Cortez, Richard Blakely, (Audience) Randy & Cindy Looper, Kerry Moe, Ken & Rose White, Dale & Andrea Camp, Dave DeRose, Patrick Kelly, Melody Villard, Tammie Thompson-Booker.

Ray Beck, as acting chairman, called the meeting to order. The Pledge of Allegiance was recited and a moment of silence was observed. A motion was made to accept minutes from the last meeting (4/28/16 – See attached). The motion was seconded and approved.

**Frank Moe** gave the financial report: As of 5/12, \$22,145.83 has been collected.

## By-Laws Review:

**Sheman Romney** stated that the Governing Board needs to approve the “Mission” statement portion of the by-laws. Better City had made some wording suggestions that were very different from what the subcommittee had originally developed. Their suggestion is: *“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.”*. The Better City version (Option 2 – Institutionalized Strategic Project Development) is based on project development that makes the community more attractive to business & employers. This wording change moves tourism away from being the initial focus, makes it the result of economic development that occurs through project development. **Frank Moe** observed that project development could also include things that are specific to tourism. **David Heinrich** said that Dinosaur is not ready infrastructure-wise to attract businesses, like schools, natural gas, home health, etc. the original mission statement fits Dinosaur better. After some discussion, it was voted on to approve the Mission statement with the Better City tweaking.

The only other change made to the by-laws was wording in the “Board Member Compensation” section. The original language was *“COMPENSATION: Board Members shall receive reimbursement of reasonable mileage and travel expenses.”* There was discussion about changing the word “shall” to “can”. Motioned, seconded & approved.

**Tony Bohrer** pointed out that in the “Operating Plan & Budget” section of the by-laws (pg 4, Section 2 – A & E), there needs to be rewording of the language to match the Mission Statement, to have consistency. Motioned, seconded & approved. There was a motion to officially adopt the by-laws of the Moffat County Local Marketing District (see attached), it was seconded and approved.

## Board Member Selection PowerPoint slide show:

**Frank Moe** showed a PowerPoint slide show based on a presentation that Better City gave at the April LMD meeting. One of the themes of the slide show was suggestions for board member selection.

Board candidates should:

- Have for profit experience
- Be able to effectively analyze risk
- Demonstrate a pattern of excellence
- Have the ability to identify market opportunities
- Be experienced in project development
- Be able to form public/private partnerships

There is the understanding that not everyone would have all of these qualities, but at least some of them would be the preference. This board will need to be operationally independent, held accountable for their performance, project focused, show tangible progress, and be a catalyst for other things to happen. In the selection process, the board needs to be treated like top executives (recruited via head hunting) and empowering them to succeed, the governing board would want applicants to not only fill out the application form that would be distributed for this process, but also submit resumes and participate in a full interview process. Once selected, the board should go through an orientation period with the governing board. The #1 goal for the permanent LMD Board would be to complete the agreed upon Better City projects that will be the catalysts for economic growth.

There was further discussion about moving forward as a whole, developing a process that would be beneficial for everyone. **John Ponikvar** suggested that the City and the County should work together to appoint their members so there wouldn't be any replication of efforts. **Chuck Grobe** said that the County should work with Dinosaur in the selection of their member, whether that person would actually be from Dinosaur or from somewhere else in the County. It was agreed that there does need to be an in-depth application process, involving not only applications that would be turned in, but recruitment, too. A strict timeline should be the top priority to get the application/interview process going and completed, and strict transparency in the procedure needs to be observed. **Ray Beck** asked **Sherman Romney** if the attorneys needed to be involved in the formulation of the application. Sherman said no, they did not need to be involved. A timeline for the application process was discussed. It was decided that the process should begin May 23, with ads in the appropriate newspapers and notices on the City and County websites; the application submittal deadline will be June 27. Applications will be sent to or dropped off at the Commissioner's office. There will be discussion at the next LMD meeting regarding the interview process.

Next meeting scheduled for June 7<sup>th</sup> (moved to June 9<sup>th</sup>), at the Courthouse Main Floor Conference Room. 6 pm.

#### **Audience Comments:**

**Dave DeRose:** Commented that the Town of Dinosaur should definitely pick someone that is from their area to represent them as a resident would have a better understanding of the citizens and the region.

Meeting adjourned

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