

**LOCAL MARKETING DISTRICT
MEETING MINUTES
AUGUST 3, 2016**

City of Craig Mayor Ray Beck called to order the meeting of the Local Marketing District (LMD) committee at 6:30 p.m. on August 3, 2016, in the Craig City Council Chambers. City officials present were Mayor Ray Beck, City Councilmembers John Ponikvar, Kent Nielson, Derek Duran, Tony Bohrer and Jarrod Ogden. City staff present were City Clerk Kathy Larson, Interim City Manager/Finance Director Bruce Nelson and City Attorney Sherman Romney. Moffat County officials and staff present were Commissioner Frank Moe, Chuck Grobe and Attorney Becky Tyree. The Town of Dinosaur was represented by Richard Blakeley, Toby Cortez and David Heinrich.

The Pledge of Allegiance was recited and a moment of silence was observed.

David Heinrich moved with a second by Richard Blakeley to approve the minutes from the June 27, 2016, meeting. Motion passed unanimously.

Commissioner Moe reported on the current financials indicating that approximately \$65,000 has been collected so far. Also, a bill totaling \$788.85 for advertising for board members was presented for payment. Richard Blakeley moved with a second by Toby Cortez to approve payment of a bill in the amount of \$788.85 used to advertise for new board members. Motion passed unanimously.

Moffat County Finance Director Mindy Curtis gave a Power Point presentation on CEDS – Community Economic Development Strategy/Better Cities. She gave a brief history of how the CEDS concept came about. Initially, strategic community members attended a meeting in Kentucky sponsored by the National Association of Counties (NACo). This conference was for communities affected by declining economies related to the coal industry. Another NACo meeting took place in Grand Junction with the three entities – Moffat County, City of Craig and Town of Dinosaur – collaborating about ideas on how to become more economically diverse and what funding sources are available to help with that. One idea was the formation of a local marketing district which was approved by the voters in November 2015 to help fund advertising and marketing of Moffat County. Better City's was then hired to complete an economic assessment of Moffat County. The Community Economic Development Strategy (CEDS) came about as a result of this Better City's assessment.

Mayor Beck then read the list of names of people who applied to be on the LMD board: Lisa Bennett, Tami Fager, Dave DeRose, Dave Fleming, Pam Foster, Kerry Moe, Kirstie McPherson, Roger Richmond and Vic Updike. Each candidate was given three minutes to make their presentation and answer the two questions presented by the board. Following the presentations, Mayor Beck thanked each candidate for applying and for their interest in being on the board. Each current board member was given a list of the candidates after their presentations and the board members were asked to rank the candidates on a scale of 1 – 9 with 9 being the most favorable ranking. Attorneys Tyree and Romney then tallied the rankings and gave the results to Mayor Beck. He then announced that the Town of Dinosaur had already picked David Heinrich to

represent them on the LMD board. The top six candidates were: Tami Fager, Dave DeRose, Dave Fleming, Kirstie McPherson, Vic Updike and Roger Richmond.

With input from both attorneys, a discussion was held on how to decide which members will represent the City and which will represent the County. Roger Richmond indicated he wanted to represent the City. The other candidates did not state a preference. Following a lengthy discussion, a consensus was reached for the Moffat County commissioners to pick their three (3) representatives at the board of commissioners' meeting on August 9th and the city will be represented by the remaining two members and Mr. Richmond. Attorney Romney mentioned that two board members will serve for three (3) years, two members will serve for two (2) years and two will serve for one (1) year thus assuring that there will be staggered terms on this board.

Mayor Beck indicated that, at the end of the meeting, notebooks will be given to each new board member containing important information about the LMD.

City Attorney Romney explained to the board the conflict of interest statement that appears in the by-laws. Among other items, any board member that may have a conflict of interest must disclose that to the board and recuse himself or herself from discussing, acting or voting on the conflicting matter. Each year board members and employees, if any, must sign a written statement disclosing any conflicts and agreeing to adhere to this particular policy.

Attorney Romney also indicated that directors and officers insurance is currently being applied for and should be in place in the near future. He also indicated that Moffat County is the fiscal agent for the local marketing district and Mindy Curtis is handling the financial details for the LMD.

Mayor Beck encouraged the board to consider appointing two alternates to their board. These alternates will only have voting rights if a regular board member or members are absent.

Commissioner Grobe encouraged the board to have a meeting as soon as possible after their official appointments. A meeting date of August 16th was agreed upon.

Neil Folks, in the audience, thanked everyone for their hard work on getting the board appointed and he also welcomed the new board.

Commissioner Moe then handed out the notebooks.

Nest Meeting: August 16th at 6:30 p.m. at Moffat County Courthouse Conference Room.

There being no further business, the meeting was adjourned at 8:05 p.m.