

Local Marketing District meeting

Tuesday, August 27, 6:30 pm

Hampton Inn
377 Cedar Court

Minutes:

In attendance: (City of Craig) Ray Beck, John Ponikvar, Bruce Nelson, Sherman Romney, Derek Duran, Joe Bird, Kent Neilson, Tony Bohrer, (Moffat County) Frank Moe, Chuck Grobe, John Kinkaid, (LMD Board) Dave DeRose, Tami Fager, Dave Fleming, David Heinrich, Kirstie McPherson, Roger Richmond, Victor Updike, (Audience) Don Cook, Michelle Balleck, Luke Tucker, Andrea Camp, Patrick Kelly, Eldon Holland, Kellie Richmond.

Frank Moe, as acting chairman, called the meeting to order. A motion was made to accept minutes from the last meeting (8/3/16 – See attached). The motion was seconded and approved.

Frank Moe gave the financial report: The unaudited total through June is \$87,068. Frank reported that July and August have been very good for almost all hotels in town and will probably be that way well into the fall, because there is going to be an outage at the Power Plant.

A motion to pay an advertising bill to the Rio Blanco Herald Times in the amount of \$62.50 for board seat advertising was seconded and approved.

Conflict of Interest Statements:

City of Craig Attorney, **Sherman Romney**, presented and explained the Conflict of Interest statements to the new board members (attached?). He suggested that the completed forms be returned to either the (to be appointed) board secretary or chair. He also suggested that these forms be filled out at the beginning of a term and then on an annual basis.

Sherman then discussed the insurance that would be associated with the board (Errors & Omissions & 3rd Party liability), through an organization called CIRSA, which insures governments, organizations and special boards.

Sherman said that if the board had any legal questions, they should contact either Becky Tyree or himself. **Chuck Grobe** requested that they contact one of the BOCC before they contact Becky. Sherman thought that maybe they should contact the mayor before they contact him, too.

LMD Board:

The names and terms of the new LMD Board were announced. Representing Moffat County: **Dave DeRose** - 2 years, **Dave Fleming** - 3 years, & **Kirstie McPherson** - 1 year. Representing City of Craig: **Tami Fager** - 1 year, **Roger Richmond** - 3 years, **Victor Updike** - 2 years. Representing Town of Dinosaur: **David Heinrich** - 3 years.

The two boards exchanged places. Frank called for nominations for Board Chair. **Dave Fleming** and **Kirstie McPherson** were nominated; no other nominations were made. By a show of hands, Dave Fleming was voted in as Board Chair. Dave took over as Chair of the meeting and asked for nominations for Vice-Chair. Kirstie was nominated and voted in as Vice-Chair.

There was discussion about the Secretary position. It was motioned and seconded that the secretary, if necessary, could utilize a third party to take minutes and assist with other record keeping duties. **Dave DeRose** was nominated and voted in as secretary, and will have help (initially) from either County or City staff.

The board Treasurer will work with County financial staff to coordinate and report to the board. **Tami Fager** was nominated, but declined, due to the fact that she currently only has a one year term and has other multiple current commitments on her plate. **Roger Richmond** was nominated and voted in as Treasurer.

Meeting Dates & Times:

It was decided that the board would meet the first and third Tuesdays, at 6:30 pm, in the City Council Chambers. August 30 will be the next meeting date.

Postings of meetings were discussed; meetings will be physically posted at City Hall and the Courthouse, and also on the City & County websites.

Communication Structure:

Kirstie wondered if email was the best form of communication between board members outside of meetings. Dave DeRose asked Sherman how emails fall under open records/meetings rules. Sherman stated that as long as decisions are not being made by emails, they were ok to use (i.e. procedural, special meeting times, etc.). Chuck suggested that if the Board was going to hire an independent secretary, that person could act as a “distribution” point for information to all board members. Kirstie said that for transparency, they should all be prepared to have those emails available, and not delete them. Emails should be printed out and brought to the meetings to enter into the minutes. Emails should also be sent to personal email addresses, rather than business/work email addresses.

Dave Heinrich asked about mileage reimbursement rate. It was decided that the rate would be whatever the current IRS allowance is. Tami Fager and Dave Fleming will present a mileage form to the board at the next meeting.

Meetings with Community Groups & Organizations:

Dave DeRose discussed a format that the City Council used several years ago in association with some of the larger projects (High School, College, The Memorial Hospital, etc); groups of interest come before a community gathering to present what their vision was. This type of process has been done about every 10 years; each group gets up and says, “We think we need to _____.” This is a course of action that needs to be taken on a more annual/semi-annual basis, so that everyone knows what everyone else is doing. We need to decide as a group what’s the most profitable and the first thing we should attack. If we do that, before we know it, the list is done.

Other comments:

- The LMD should be a clearinghouse for all groups and/or projects
- The LMD needs to meet with groups to see what common threads there are among them

David Heinrich discussed some goals for Dinosaur such as making businesses more attractive (needs a facelift), more unified, possibly with some type of a theme. Dave passed out a rendering of what they might like to pursue.

Kirstie made a motion to invite all interested groups to the next LMD meeting to give their points of view on the community/projects, etc., then do the same thing in Dinosaur at the following meeting, and have an action plan by the September 20 meeting. **Roger Richmond** asked for discussion regarding this motion. He felt that all the groups presenting at just one meeting would be information overload. This process needs to be structured over three or four meetings, to make sure everyone feels like they have been heard. We also don't want these groups to feel like they are in competition with each other. Roger suggested that the first discussion should be with the City/County governments. The questions to ask are, "Who are we as a community?" and "What are we going to do to market that?" The board would need to communicate with these entities prior to the meetings to they know what the board would like to know; put together basic bullet points.

Tami Fager reminded everyone that the business plan and budget need to be submitted by a certain date, so they shouldn't let this piece drag on too long.

Andrea Camp commented that the "13 Ways" group had planned on doing the same type of project. Maybe the LMD could use the information they will gather and be able to concentrate on their budget/business plan instead?

Luke Tucker stated that there is some confusion in the area about what this board can do and help the community with.

Joe Bird suggested that the board develop a header page for the different groups so they know in advance what the board is looking for and what the board's vision is.

Frank remarked that as with the attorneys, please go through one of the BOCC before contacting Mindy about budget/funding issues.

After much discussion, it was decided that according to the timeline, it would be best to tackle the budget/business plans first.

Victor Updike made a motion to form a subcommittee, headed by Kirstie to work with Andrea Camp, to get a listing of all groups/entities that the board would want to meet with. This motion was seconded and approved.

Ray Beck said the City Council will discuss appointing a liaison to the board. He encouraged the board members (if they hadn't already) to read the by-laws and the CRS, which would help them to know specifically what they can and can't do.

Dave DeRose asked if anyone else wanted to help Kirstie with the sub-committee. Tami volunteered to do that.

Dave DeRose suggested setting a revenue stream maximum and set the budget from there.

Dave Fleming asked Frank if he knew what a safe number for them to work from would be. Frank said he would check with Mindy and let them know within a couple of days. A base number of \$200,000 was suggested to work from.

Goals for next meeting:

- Read by-laws and CRS
- Start with base of \$200,000 for budget; set a priority list of 3 to 5 projects for the money to go towards
- Kirstie & Tami will have the basis of a plan for their sub-committee

Audience Comments:

Ray Beck congratulated the board and wished them the best

Eldon Holland wondered about making draft minutes available to the public prior to the meetings, to encourage more public participation.

Meeting adjourned

Next meeting set for Tuesday, August 30

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

ATTACHMENTS:

**LOCAL MARKETING DISTRICT
MEETING MINUTES
Craig Council Chambers
Craig City Hall
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.