



LMD Regular Meeting
February 6, 2018
CNCC Room 175
4 PM

Present: Michael Morriss, Dave Heinrich, Luke Tucker, Randy Looper, Chris Jones

Absent: Tammie Thompson Booker, Rich Thompson

Guests: Michelle Balleck, Tom Kleinschnitz, Sherman Romney, Rebekkah Tyree, Mindy Curtis, Melody Villard, Andrea Camp

The meeting was called to order at 4:00 PM

Motion was made to approve January 24th minutes with corrected dates and locations by Randy Looper. 2nd by Dave Heinrich. Motion approved

Motion was made to approve January 30th minutes with corrected dates and locations by Michael Morriss with second by Chris Jones. Dave Heinrich abstained. Motion approved by remaining present board members.

Financials were reviewed by Michael, Chris and Mindy. Mindy handed out information to board for review. Accounting system was explained as we have a modified accrual and those can be posted back into 2017 thru the end of February. Must apply for Audit Exception before end of March as we don't bring in \$750K. Numbers say preliminary currently because we have not received the cash and won't receive it until January. Another change will also occur as December will be received around February 7th. Income statement is the current month. Randy Looper asked about balance sheet with liabilities from December. Mindy discussed other expenses that were incurred in the previous months. Mindy will supply what ever reports requested by the board. Does the board want monthly? Randy and Michael asked to have them monthly. Chris asked questions about January income statement. Mindy stated they don't post until actuals. Advised that we can re-budget and submit supplemental budget. Michael asked when budget was due. Mindy advised it must be submitted by September 5th with approval by December 5th by the entities. Randy asked for updated monthly income statements or reports with the received taxes. Agree to keep reports as is. Michael stated that there were some outstanding commitments to AGNC and City of Craig and Museum Billboard funds were exhausted. Not aware of any other commitments outstanding Those will show on next month's reporting for 2017. Credit Card was given to Luke Tucker by Mindy Curtis.

Meeting dates, time, locations approved. Change meetings to the Ex-Officio date of April 5th. Motion to approve meeting dates, times and locations as submitted changing April 3rd meeting to April 5th. Dave made motion to approve Randy seconded. Unanimously approved.

By Laws Discussion and CRS with Rebekkah Tyree and Sherman Romney. By Laws were approved by previous board Luke at last meeting with inclusion of criminal. Sherman Romney discussed previous process of update of by laws by previous board's attorney. Although approved by the previous LMD Boards they have not been approved by any of the entities boards and would need to be approved by a super majority. Sherman approves the process it is 98% completed except for vote by the entities (Town of Dinosaur, City of Craig, Moffat County). Rebekah Tyree stated that the previous by laws are still in effective until approved by the other boards. Discussed governmental immunity act and why they should not have criminal removed by the by laws. Ms. Tyree stated that there is leeway in the bylaws to go into executive session for attorney client meetings etc. although are meetings are open to the public by law. Discussion of CIRSA by Romney and the LMD board was sponsored by the city. Good insurance and a good option for the board. Chris Jones asked for a copy of the policy and is there a share for the city and the LMD. Look at the guarantee costs etc. Fiscal transparency is important and what are the risk retention points. Romney suggested that someone on the board be a point of contact for CIRSA. Motion was made by Michael Morriss, second Dave Heinrich to approve by laws as written and emailed to board members on 2/6/18. Passed unanimously.

Sherman Romney discussed the Ex-Officio meeting and that they can be a benefit to the LMD group from the City's standpoint. Ms. Tyree also discussed the same meeting and all the 3 entities looked at the plan separately and in future it will be done differently. Operating plan may be amended by the LMD with approval of the entities. This sentiment was echoed by Sherman Romney. Unified voice of approval is hoped. Potential to amend the current operating plan and presented to the Ex-Officio Board on April 5th, potentially,

CRS Questions: Chris Jones asked about what we need to tread lightly on about expenditures of the LMD. Romney discussed the Steamboat LMD and how their funds were spent. Aspen LMD was mentioned and there was only entity there. Also, mentioned Gunnison County and Alamosa LMD's pretty much tourism focused. Ms. Tyree mentioned a Lawsuit from Alamosa. Luke asked if monies given to MCTA would be restricted to their statute. Sherman Romney stated that funds given to other entities would have to match the LMD's Statute. Michael Morriss asked what our follow up would be if we gave money to an organization and it was spent incorrectly. Discussed recurring reporting and feedback from those organizations that were granted money. Looper stated that there needs to be reporting mechanism and that if money is not spent as anticipated LMD would not fund in future. Jones asked how much scrutiny we give to the requesting board. Do we scrutinize their budget and find out why they need to keep monies in reserve? Are they willing to use some of their reserves? Heinrich asked could we ask them to match what the LMD funded. Romney doubted that we would do much funding outside of specific projects. Romney shared an experience from his past board experience. Stated we are responsible to the 3 entities. Ms. Tyree stated commissioners were concerned of the measurement specifics and more of those in the operating plan. Tucker asked about how we felt about asking them questions vs. spending money on attorneys provided it

was not a conflict for either attorney. Examples were given of when we might want to hire our own attorney. Consensus that the past fund grantees need to come back and report to this board.

Homework from the other statewide LMD's. Morriss stated we can modify the existing operating plan and then forward to the three entities. Operating plan is roadmap and budget mirrors the budget. Hope to have amended operating plan. Jones stated the statute states why we must have the seal.

Next steps and thoughts on operating plan: Looper stated his issues with the plan is the duplication of projects already being handled by other entities. Jones stated the survey was probably not useful or credible on those that left Craig. Noticed Gunnison and Alamosa plan have great tracking and metrics. Tucker stated prior board met with MCTA. Suggested a workshop with each board. Morriss thought it would be beneficial. Looper suggested it be done sooner rather than later and expressed the need to fund events. Tucker hoped the groups would be patient. Also, a follow up to the \$20,000 that was granted by LMD to MCTA? Question directed to Tom Kleinschnitz. Kleinschnitz agreed it was important to report back. Gave example of how hard it was to track how we moved the needle. What is the metrics for understanding how they moved the needle? Ask each event how it was and the MCTA had a role in reporting back as well. Example of digital marketing that was proposed by Craig Press around the Car Show last June that could measure who was there where they are from etc. Cost would have been \$3000 to show how \$3000 was spent. Does that really make sense? Need to understand we don't have huge marketing campaigns and don't get back large metrics. The numbers we get from the event how many cars, attendance, weather factor. The amount given by MCTA for advertising doesn't really make a big impact. We can measure lodging tax and go back to lodgers. But the amount of money is very small and the reason we invest in them is to get people to the events. Ask each event to give as many reporting details as possible. Looper even stated is that even though it's local but the \$60 K they started with has now increased to \$80K spent in the community and bringing in to the community. Jones stated that the need to not step over each other. Do the private supporters now take money out of these events into other items? Tucker stated reach out to each group to set up a workshop to work together with the other boards on projects.

Tucker, how will we write an operating plan as a board? Jones stated we need to start discussion as to what we see the board's function is. Look at other LMD's throughout the state with info provided. Need to figure out of the statute what do we focus on. Shotgun approach is not beneficial. Morriss will look at other communities and have info for next meeting. Tucker brought up the vision of why the LMD was passed by the elected officials. Looper agreed with Chris that we need to focus on something but that it did not have to be one thing or another. Looper stated we need to get more people here and that is how the fund will grow. Tucker stated more funds. what does that look like for MCTA and EDP? Jones asked for any sort of plan from MCTA, EDP etc. and what/how they are allocating. Kleinschnitz stated he can send over MCTA's marketing budget. Jones asked if Chamber's budget plan is already approved. Tucker stated that just because Commissioners or City does not want to fund something should not be passed on to LMD. Morriss stated we need to have SMART goals Looper stated the

Chamber and EDP are expected to be funded by LMD. Jones stated we need plans of what we want to accomplish in 5-10 years. Tucker to have a vision/plan by April 5th meeting. Looper asked next meeting is a workshop. Tucker suggested 1st hour is workshop and action items can be handled after. No regular business to take care of whole meeting is workshop?

Jones asked if DBA needs to be had as well. Tucker suggested we start with MCTA, Chamber and EDP and then look at future groups down the road. Only one group at next meeting as a workshop which will be MCTA if they can?? Tucker will reach out to the organizations. Heinrich stated no groups in Dinosaur. Jones stated that if frequency of meetings were increased perhaps conference calls/skype.

Thompson Booker has requested a lap top. Tucker will reach out to Keller Law about getting any information they may have regarding LMD. Looper stated a recorded as needed as well. Motion was made by Michael Morriss for Laptop and recording device up to \$800. Second by Randy Looper. Motion carried unanimously.

Public Comment:

Balleck asked if a local vendor will be used for the purchase.

Camp spoke as a citizen not as an elected official. Used examples of projects that came forward. Not intent of the tax payers to prop up the organizations and fund things the city/county don't want to fund. It was not meant to fund what groups are already doing. Consider these boards, the voters and their intent.

Villard what are you focusing on this when it sunsets. How have we measured up? Possibility that this will sunset in 10 years.

Tucker stated this board does not need to be the economic development group and we are not tourism directors moving forward. Working in support of these groups with funding.

Morriss stated we should be accountable for the monies with good reporting back.

Looper stated it is not just propping up organizations it should be for new opportunities and without this funding to expand those organizations we will continue to just get what we have always gotten, and we won't gain.

Kleinschnitz stated MCTA is the front for promoting tourism. A lot more money could be put to quality lead generation and follow up to those leads. Getting approximately 300-400 per week from national parks magazine. If we could respond a quality printed guide, continuous follow up etc. MCTA could certainly with its limited budget get the leads but follow up is difficult and, in the sales process, follow up is key in multiple stages. We have a lot of work to do in this state to lift where we are. MCTA's budget is small but we are at the beginning and we are at the start of this process. Need more product here and develop with BLM more opportunities. Chicken and egg sort of scenario. Need to invest in the tourism sector. Tourism is the fastest growing sector in the Colorado economy. Let's help the CTO know Moffat County exists. Tourism improves the

quality of life for a community's citizens. Not just tourism it's economic development. Investment is meaningful and true economic development and potential is outstanding.

Balleck, agreed with other comments made by Camp and Villard. Hopes that private business doesn't pull funding as the private sector is what helps sustain the events. Investing in events and infrastructure long term. Sustainability piece and help us continue and not just another funding source.

Sasha Nelson, interest in working with newspaper for CORA and Sunshine Law. Checking in that it still sounds good. Put some figures together and reach out to the board again with an event in March hopefully. April/May would possibly be better was the consensus of the LMD Board. Please reach to Nelson should you have any questions and the newspaper would like to be used as a resource. Expecting the training is probably a few hours training added to Ponikvar training could be about 4 hours total. Cost of the event etc. will come out soon.

Motion to adjourn- Randy Looper Seconded by Dave Heinrich

Meeting was adjourned at 5:30 PM