

LMD Regular Meeting-Corrected
January 10, 2019
Craig City Council Chambers
4 PM

Present: Chris Jones, Rich Thompson, Randy Looper, Tammie Thompson Booker

Absent: Dave Heinrich, Luke Tucker, Michael Morriss

Guests: John Ponikvar, Tom Kleinschnitz, Jennifer Holloway, Pam Horn, Amy Updike, Chris Nichols, Melody Villard, Sheri Sanford, John Allen, Ryan, Jim Dodd, Andrea Camp, D Collins, Riley Johnston, Linda Olson, Ken Wergin, Derek Cleverly, Dave Pike, Delain Voloshin

The meeting was called to order at 4:05 PM

Randy Looper will recuse himself from voting on the Balloon Festival Funding. Chris Jones noted his bank owns a building that may be a topic of discussion and he will recuse himself from that vote.

Motion was made by Randy Looper to approval meeting minutes from December 4, 2018 meeting with a correction of his name on page 2 from Rand to Randy. Second was made by Rich Thompson. Motion was approved unanimously.

Chris Jones presented on the year end financial information. As of December 31, 2018 LMD fund balance was \$513,590.93 Only outstanding liabilities at this time may be Dave Heinrich expenses. For 2018 thru October LMD collected \$215,000, approximately 2% Down from 2017 collections. Projected collections for 2018 will be \$270,000. Budgeted expenditures for 2018 were \$250,000. Pending dissolution of CMEDP and disbursement of funds will be coming back to LMD but amount was not known by Chris Jones but checks had been cut. Randy Looper asked about numbers for November as that should have already been collected. Net income with our modified accrual based accounting system for 2018 will be \$74,000.

Dates and times for 2019 meetings were presented by Tammie Thompson Booker. Included in the presentation were policies and procedures for adding agenda items as well as deadlines and forms for grant funding requests. This will be put on the Moffat County website under the LMD Section. Motion was made by Randy Looper to approve meetings dates/times and agenda policies/procedures and seconded by Rich Thompson. Motion carried.

Jennifer Holloway presented on behalf of Chamber of Commerce and Moffat County Visitor Center. Requested partnership with LMD, MCTA, Chamber, possibly EDP to purchase a shared space in the old Abbey Carpet building. The old Chamber of Commerce could potentially be a business incubator space and/or SBDC. No current plans at this time but a vision of shared space. Would like representation between the entities to move forward with the potential space/project. Just presenting the idea, no current plan just making a presentation and asking LMD to be a part of the group. Randy Looper stated the Chamber wants to get moving now with a plan. Tammie Thompson Booker volunteered to work with the group. Chris Jones asked that we contact Yvonne Gustin with whom the property is currently listed.

Presentations for event funding requests:

Bear River Young Life Car Show- Jim Dodd \$3,500 request. Mr. Dodd in attendance to answer any questions. Car show is same weekend as Whittle the Wood. Rich wants to know if it helps community. Shoot for 35 cars. Numbers down a bit in 2018. About ½ of the cars are from outside the area. 1/3 of people who attend are new people. Mailing list over 800 people. Money requested from LMD will be used for prizes. Income from event gets used for programs. Start from zero every year, money used to send kids to camp. Kids earn money by working these events. Yampa Valley Bank is primary sponsor. Chris Jones asked about grant requests noted on application from MCTA. Are they going to MCTA? Some monies are available via MCTA for advertising only.

Funding motions approvals will be done after all presentations are made.

Grand Old West Days - Melody Villard. \$16,000 request is the 2nd of a 2 year commitment. Chris Jones asked about \$7500 expense for entertainment. Deposit was paid for ½ of the entertainment for 2019. Headliner for 2019 is Wreckless Kelly. Randy Looper stated the accounting looks better but would like to see some changes. Don't match exactly but it is better per Randy Looper. Help for actually tracking the economic impact of events would be great. Chris Jones discussed tracking of taxes, lodging etc. doesn't know the metrics of city software. City can't track sales tax by specific dates. Tammie Thompson Booker did work to track impact on lodging last year with assistance from Randy Looper. Challenges at the hotels to find out exactly why someone is here. Chris Jones asked what the plan is after 2019. Draft horse competition will be back for 2020 and 2021 for sure. Working to create a full rodeo on the opposite two years when High School Finals is not in town.

Whittle the Wood - Dave Pike. \$15,000 Request Chris Jones asked about Pearl Jam. Dave Pike has narrowed it down to a few bands Gin Blossoms, Los Lonely Boys offers out now should hear soon. Randy Looper asked if increased ticket pricing is being considered for 2019. Discussion will be had with steering committee meeting. P&L for 2018 was pretty good, in the red for approximately \$8K including overtime. In past, has been about \$20-\$25K in the red so it is better. Carvers, stage hands, entertainment (one or two nights) approximately 100 room nights about 20 comps. Chris asked about infrastructure @ Loudy. Dave said it works pretty well. Easier to administer at Loudy vs City Park. Attendance up 80% hotel numbers were up as well. A few tweaks to the event perhaps a movie in the park but no major changes. Rich Thompson asked about need for sponsorships. Dave Pike needs about \$30,000 in sponsorships to make this go. Need to chat with steering committee about ticket prices wants to keep the flavor of the event local/family. Concerned about raising the prices for walk up tickets doesn't want to price out the locals, will let us know when decision is made. Feels confident with 2018 sponsorships returning in 2019.

Colorado's Great Northwest Fiddle Competition- Delaine Voloshin. \$2465 request New presentation for the Luttrell Barn committee. The Fiddle Competition people will do everything for the Luttrell Barn group so they can learn the ropes. It will be the first in the area. Currently do competitions at Stock Show in Denver and in Montrose. Pushing the event for children. Will be over 4th of July weekend and hope that people will stay in town with other activities. People can come in and watch it is a day long event. Champions performing all being held @ barn.

Think it is a 2 day event. The \$2465 will be covering all event expenses they have had \$1000 donation. Big event seems to be @ Stock Show in January. Events in Montrose appear to be one day tied around County Fairs and such. Tammie Thompson Booker expressed concerned about parade fireworks etc being cancelled last minute due to weather. Chris Jones asked about joining fair or other events such as Grand Old West Days. The budget portion was completed by Pam Foster and most likely supplied by the fiddle organization.

Moffat County Balloon Festival- Derek Cleverly & Tony St John- Requesting \$15,000 for event. Requesting more than what was requested in 2018, want to have more pilots. LMD gave \$6,000 for event support in 2018 and they got about \$4,000 in advertising from MCTA. Had 32 balloons in 2018 only 24 launched. Shooting for 35 balloonists. Randy stated they have a core of about 10-15 pilots. Balloon organizer- paid by festival. She has been with event for 10 years and keeps it @ \$2500. Organizes pilot events, timing events etc. FAA is now more involved due to the increase in numbers and meetings/paperwork is more intense. Focusing balloons and pilots, will have bands throughout the day with Kyle Allgood in the evening for 2019. Ute tribe will most likely be back for 2019. Trying to break even without dipping into reserves. Hotels donate rooms and event buys some rooms. Approximately 200 room nights split ½ comp and ½ paid typically. Car show also part of this event brings in 100 cars. Longer balloon event occurs the more out of town participation vs. local participation.

Craig Historic Ghost Walk- Linda Olson- Requesting \$2000. \$800 Event Support and \$1200 for marketing. Event held October 4,5,6, 2018. In 2018, the funds went to higher education and preserving our history. Quite a bit of event support with in-kind donations from City, CNCC, KRAI, Craig Press. Gave a quick presentation of the idea that they are replicating from Pueblo. In 2004, started in Pueblo grew from 700 people to over 2,000. Stories grow year over year. Thursday night sit down performance with slide show, music, acting cost is \$5, dress rehearsal. Friday/Saturday night 5-9 PM family oriented hear the living history. Saturday 10 AM – 5 PM will be during Octoberfest. People from Grand Junction, Rangely etc. Didn't have funds to advertise outside the area in 2018. Chris asked about what the plan was for using the \$1200 for marketing. Randy asked if they had spoken with MCTA about outside the area advertising. Randy asked about expenses for 2019, Ms. Olson is not sure about CNCC's contribution for this year and is just projecting expenses. Doing this event with Octoberfest via DBA. Dramatic reading by Riley Johnston.

Tammie Thompson Booker stated if we granted every request it would be \$52,765 based upon what was presented to the board.

Bear River Young Life Car Show: \$3500 requested. Rich Thompson made Motion, Tammie Thompson Booker Seconded. Motion Carried

Grand Old West Days- CHSRF: \$16,000 requested. Tammie Thompson Booker made motion, Randy Looper seconded. Motion Carried.

Whittle the Wood: \$15,000 requested. Rich Thompson made motion, Randy Looper seconded. Motion carried

Fiddle Competition: \$2465 requested. Rich Thompson made motion. Chris Jones seconded. Motion carried.

Moffat County Balloon Festival: \$15,000 requested. Tammie Thompson Booker made motion, RichThompson seconded. Motion carried Randy Abstained

Craig Historic Ghost Walk: \$800 request for event support. Randy Looper made motion. Rich Thompson Seconded. Motion carried.

Public Comment: Andrea Camp excited that conversations are being held with Chamber, LMD, MCTA for co-location opportunity.

Delaine Voloshin mentioned that she spoke with Pam about fiddlers from the surrounding area include Vernal, Baggs, Steamboat etc. Thanked the board for granting the funding request.

Next meeting scheduled for Valentine's Day @ CNCC.

Tammie Thompson Booker made motion to adjourn. Rich Thompson Seconded Motion Carried. Meeting was adjourned at approximately 5:35 PM