

Moffat County Local Marketing District

May 11th, 2023

Meeting Minutes

- Start: 4:00PM
- Board Members in Attendance: Justin Kawcak, Tim Osborn, Chris Jones, Randy Looper, Julie Elarton via zoom.
- Board Members Absent: Tammie Thompson-Booker
- Audience: Tom Kleinschnitz, Melody Villard, Sasha Nelson, Brittany Young, Ben Hessling, Kaley McLean
- Agenda Items
 - Conflicts of Interest: Randy Looper & Tim Osborn have conflicts with the Chamber Mural Committee Grant
 - Minutes – March 9th & April 13th were approved.
 - Financials- Randy presented April financial reports
 - Expenses for Whittle the Wood \$14,000, Total expenses YTD \$37,072.48 Revenue \$9,904.81 with YTD of \$113,017.31, Cash on hand \$754,594.83, COH after commitments \$470,806.22
 - Property Casualty form for 2023 needs to be completed. Chris offered to complete it
 - Datafy
 - Datafy reports were presented by Sasha Nelson from CNCC. The reports were for visitation from July 1 – Sept 1 and some events. The reports were based on smart phone triggers and traffic (Cars) triggers for people from more than 50 miles away. Most of our traffic are day trippers as number one visitor and people that stay more than five days. Do we need to figure out how to extend day trippers to stay multiple nights. Sasha would like the board to look these over and decide what we want her to produce for our June meeting. LMD needs to decide if the data is worth the \$17,000 fee.
 - Computer – Julie would like the LMD to purchase our own laptop so we can do zoom meetings that everyone can see and hear. She also wanted us to which out to the county to see if we could use their boardroom and their equipment to video & record our meetings on the new computer. Randy will reach out to Mason about that possibility.
 - Chamber Mural Committee grant application
 - Sasha Nelson, Brittany Young and Randy Looper presented an application for \$40,865.17 to replace the banner that currently is on the Drive-In that is on the east side of town. In 2013 the Chamber took on the drive-in as a marketing piece for Moffat County and a fund raiser for the Chamber. CDOT said the banners that were the fundraiser portion of the project were not

allowed. Since that time the banner has faded, and the Chamber has been looking for ways to replace it. The new design is an artistic painted mural that will last 20 years. The discussion from the board was around concerns over the condition of the wood under the banner. A motion was made by Chris to approve the request with the contingency about the structural integrity of the Drive-In. It was seconded by Justin and was approved unanimously.

- Skijoring event final report
 - Ben Hessling and Kaley McLean presented the final report for Coal Mountain Skijoring. It was a great success with the competitors and had a decent crowd for the first year. They did not lose money and the competitors were very impressed with the facilities and the track design. They learned a lot and will have a bigger and better event next year.
- Julie has found a grant through the state SIPA program where she thought she could get money for an LMD website. The grants are for up to \$6,500 and Jim Evens from the Town of Dinosaur could design one for us. There were some concerns about who would maintain it and update it however the board did ask Julie to pursue it.
- Public Comment – none
- Adjournment
 - Moved by Randy Looper
 - Seconded by Tim Osborn
 - Meeting Adjourned: 5:48PM