

**LMD Meeting Minutes**  
**Thursday, November 10, 2022**  
**Craig City Council Chambers**  
**Virtual Zoom Meeting**

Present: Chris Jones, Randy Looper, Justin Kawcak, Tammie Thompson-Booker (via Zoom), Julie Elarton (via Zoom)

Absent: Tim Osborn; Nichole Becker

Guests: Marshelle Gray, Melody Villard, Tom Kleinschnitz, Shannon Scott, Kirstie McPherson (via Zoom), Sasha Nelson (via Zoom), Kandee Dilldine

- Meeting was called to order @ 4:02 PM by Justin Kawcak, Chair.
- Roll Call and Guests
- Conflict of interest – None disclosed
- Approval of Minutes
  - Approval of February 10, 2022, Minutes
    - Randy Looper made motion to approve as presented
    - Tammy Thompson-Booker seconded motion
    - Minutes approved
  - Approval of May 12, 2022, Minutes
    - Randy Looper made motion to approve as presented
    - Julie Elarton seconded motion
    - Minutes approved
  - Approval of September 15, 2022, Minutes
    - Justin Kawcak made motion to approve as presented
    - Randy Looper seconded motion
    - Minutes approved
  - Outstanding minutes that still need to be recorded and presented to board for approval:
    - July 2022
    - August 2022
    - October 2022
    - October 2022 Ex Officio Board Meeting
- Financial Report – Randy Looper
  - The Moffat County cash balance was off \$2,965.39. Moffat County paid the vendors instead of DBA. Action being taken to fix the error.
  - Outstanding items include \$1,300 reimbursement to Yampa Valley Golf Course; Town of Dinosaur invoice for flower pots (Town of Dinosaur still waiting for bill); Bad Alibi reimbursement for November expense.
  - Moving forward, Treasurer (Randy) will ask for invoice from organizer instead of vendor invoices. Invoice from organizer will be provided to Moffat County for payment. Vendor invoices will be kept for record of costs incurred for grant request.
  - No actionable items requiring a vote by board.
- Datafy Information
  - CNCC needs more information before it can determine what analysis, reports, and conclusions can be drawn from information.

- Randy to send login information to Sasha Nelson for her team to access the Datafy site / database.
- Once CNCC can explore the site, possible workshop with Chamber of Commerce, City of Craig Economic Director, MCTA, DBA, and Town of Dinosaur.
- No actionable items requiring vote by board.
- LMD Annual / Quarterly Report Discussion
  - Discussion tabled until December for a possible workshop to discuss marketing the LMD
  - No actionable items requiring vote by board.
- Balloon Festival Final Report – Presented by Randy Looper
  - First time in history of festival that balloons flew all three days.
  - New additions / changes to the 2022 festival included a.) the band playing downtown on Friday night; b.) cardboard regatta being moved to the afternoon; and c.) delayed start of band to 7:30PM to incorporate the balloon glow during the concert.
  - Festival is concerned because it is starting to dip into the financial reserves it has built up over the years.
  - Festival paid for 88 room nights and generated 168 paid nights.
  - Per Datafy, attendance was split 50/50 between Craig residents and out-of-town guests. The out-of-town visitors were primarily from the Front Range of Colorado.
  - Social media advertising was more effective than print advertising.
  - No actionable items requiring a vote by board.
- Dinosaur Stoneage Stampede Final Report – Presented by Marshelle Gray
  - Estimated 2,000 people in attendance
  - Thirty (30) vendors participated in the two day event
  - Event had two concerts
  - Rodeo was a success
  - For 2023, may look at later start time on Friday
  - Major funding sources were LMD (\$15K), Town of Dinosaur (\$10K), and DaviScapes, Ltd (\$7,500)
- Christie Liquors Final Report – Presented by Marshelle Gray
  - Mural finished in October within budget
  - Photos shared with board
  - No actionable items requiring a vote by board.
- FallFest Final Report – Presented by Kandee Dilldine
  - Estimated 2,000 people in attendance
  - Weather cooperated for majority of day
  - Event generated a loss of \$4,675.25. This deficit was offset by proceeds from Homegrown/Homemade festival and beer sales from County Fair.
  - General discussion about placement of stage for band in 2023.
  - No actionable items requiring a vote by board.
- Vino & Vintage Bills Discussion – Kirstie McPherson participated via Zoom
  - Board member Chris Jones expressed concerned about paying invoices for prepaid services in case the Vino & Vintage event does not occur in 2023.
    - Similar concerns were expressed by board members Randy Looper, Tammy Thompson-Booker, and Julie Elarton.
  - Board members also expressed concern that the event website did not mention the cancellation of the festival in 2022. The event was cancelled in August / September but it was not reflected on the website.

- The other concern was that only one month of social media expenses were incurred in 2022. If the event was only promoted for one month (in March 2022), why wasn't there additional promotion in late Spring / early Summer before event was cancelled.
- After discussion about hesitation of paying pre-paid expenses, board agreed to the following:
  - Pay \$5,500 for the website development
  - Pay \$500 for one month of social media
  - Total agreed to pay at this time, \$6,000. Since board already approved to fund this event, a motion was not needed to approve payment of the \$6,000.
  - If the event is held in 2023 and the prepaid expenses are incurred, Vino & Vintage can reapply for payment for these expenses from the LMD.
- No actionable items requiring a vote by board.
- Public Comment:
  - Tom Kleinschnitz created a dashboard for the MCTA board. The dashboard includes reports for 4 periods of time. The reports showed that visitors to Moffat County consistently came from Colorado, Utah, Wyoming, California, Arizona and Texas. Colorado, Utah, and Wyoming were the top three states from where visitors traveled. The most visited sites in Moffat County were city of Craig, Wal-Mart, and Dinosaur.
  - No actionable items requiring a vote by board.

Motion made by Randy Looper to adjourn meeting @ 5:28PM. Julie Elarton seconded. Meeting was adjourned.