

# Moffat County Tourism Association

## Regular Board Meeting

February 1, 2012 11:00am. – Hampton Inn

Board Room

Please note: All MCTA meetings are recorded and these minutes are in reference to those recordings.

Present: Melody Villard (Director), Leona Hemmerich, Tom Mikesell, Christopher Gamble, Dee Bates, Bryce Jacobson, Tom Gray

late arrivals: Tammie Thompson-Booker, Kandee Dilldine

Guests in attendance: Randy Looper (Balloon/BBQ Festival), Betsy Nauman Cook (CMEDP) Christina Oxley (Craig Chamber), Community Members Susan Mikesell, Lee Bates (Hampton Inn) late arrivals: Albert Villard, Joe Moylan (Craig Daily Press)

The meeting was called to order by Leona Hemmerich at 11:06 a.m. New Board member Christopher “Kit” Gamble was welcomed to the Board.

Officer elections were conducted for the Chair, Vice-Chair, Secretary and Treasurer.

Nominations were opened for the Chairperson position.

Dee Bates nominated Bryce Jacobson as Chairperson, Tom Mikesell seconded. Hearing no other nominations, nominations closed for Chairperson and Bryce was unanimously approved as the 2012 MCTA Board Chairperson.

Bryce took on the duty of presiding over the meeting.

Nominations were opened for the CO-Chairperson position.

Tom Mikesell nominated Leona Hemmerich as CO-Chairperson, Dee Bates seconded.

Hearing no other nominations, nominations closed for CO-Chairperson and Leona was unanimously approved as the 2012 MCTA Board CO-Chairperson.

Nominations were opened for the Secretary position.

Leona nominated Dee Bates as Secretary, Tom Mikesell seconded. Hearing no other nominations, nominations closed for Secretary and Dee was unanimously approved as the 2012 MCTA Board Secretary.

Nominations were opened for the Treasurer position.

Leona nominated Tammie Thompson-Booker as Treasurer, Dee seconded. Hearing no other nominations, nominations closed for Treasurer and Tammie was unanimously approved as the 2012 MCTA Board Treasurer.

Discussion was held regarding standing committees. The adoption of standing committees was postponed until the Board meets for the upcoming Board training.

Leona motioned to approve the January 4, 2012 minutes with the corrections stated for second page first paragraph. Tammie seconded and the motion unanimously passed.

Tammie gave the treasurer’s report with the balance from the expenditure sheets and a review of the bills paid. County expenditure sheets were available. Discussion was held to bring the new Board member up to speed with financial procedures of the Board.

Bills were presented for expenses incurred for the Director to attend 2012 Tourism Day at the Capital. There is an invoice for the Tourism Industry Association of Colorado’s reception registration as well as reimbursement for the Director’s lodging. Tammie motioned to approve paying the bills presented including TIAC reception for \$75.00 and lodging

reimbursement to the Director for \$85.95 for a total of \$160.95. Leona seconded and the motion was unanimously approved.

Conflict disclosure was addressed and it was noted that the Chair typically does not vote unless it is to break a tie. The Director and Chair both noted that they are actively engaged in the planning of the Balloon Festival and BBQ and would refrain from commenting or recommendations regarding the funding request.

Randy Looper presented for event funding for the 2012 Balloon and BBQ Festival combined event. Leona motioned to fund the event for \$5,000. Tom Mikesell seconded and the motion passed unanimously.

Discussion was held regarding a request from the Craig Rotary Club for the MCTA to present to their club. The MCTA is interested in hosting a breakfast reception in the new office location with a presentation of the space and our progress with Hill Aevium. Tammie mentioned that there need to be more quotes for the breakfast meal than just that of the one bakery member on the Board. Tammie motioned to spend up to \$150.00 with additional quotes for the meal. Leona seconded and the motion unanimously passed.

Discussion was held regarding the Grand Opening of the new office location. Bryce suggested that the opening be held in conjunction with a Chamber Mixer. There was some discussion from Christina Oxley with the Craig Chamber that the MCTA is technically not a member of the Chamber and therefore would not be able to host a chamber mixer. The question was raised whether a current Chamber member could host that mixer and some issues arose regarding that. Christina offered to check with her Board to see what could be done in this situation. Kandee suggested that a Saturday would be much better to allow for more of the public to attend. Tammie motioned to spend up to \$1,000 for the event and advertising. Tom Mikesell seconded and the motion was unanimously approved. Kandee Dilldine, Leona Hemmerich and Dee Bates volunteered to assist with the planning of the event. A quote for artwork to finish the Maybell portion of the office and to include a thank you to the donors to the displays of the space (currently over \$24,500.00) was presented. Some discussion was held and there was no action taken.

The current MOU for use of the [www.visitmoffatcounty.com](http://www.visitmoffatcounty.com) website expires in February 2012. Patricia McCaffrey is willing to extend the MOU for another six months. Leona motioned to approve extending the MOU on the Director's recommendation. Dee seconded the motion and it passed unanimously. A suggestion was made to try to purchase the domain from Ms.McCaffrey.

There was discussion regarding the many changes to the Visitor Center MOU and the 2012 funding invoice for the first quarter. The invoice presented for the first quarter was for \$7008.92 which is one fourth of the budgetary request from the Chamber. The MCTA budgeted \$27,000 for the 2012 funding assistance which is \$6,750. Leona motioned to pay \$6,750 as per our budgeted amount. The motion died on the floor for lack of second. More discussion was held. Tom Gray felt that the Commission was comfortable with the request for fourth quarter reconciliation. He also felt that if there was to be a cancellation of the MOU the MCTA Board would need to first have that discussion with the BOCC. Kit Gamble motioned to pay the invoice as presented in Good Faith and schedule a discussion to be had very quickly. Kandee seconded the motion and it failed 2 yes votes to 4 no votes. Tammie motioned to pay the first quarter Visitor Center payment at the budgeted amount of \$6,750. Leona seconded the motion and it passed 4 yes votes to 3 no votes.

Leona Hemmerich addressed the Colorado Welcome Center in Dinosaur funding and reporting. Melody will have a discussion with the Dinosaur Welcome Center regarding funding requests and consistency in reporting annually for budgetary concerns.

A recommendation was made to the Board to align Board terms with the current By-laws and to address term expirations prior to new seat appointments being made. Leona motioned to follow through on the Director's suggestions on Board terms. Tammie seconded. There was some discussion on whether the alternate would be a voting member and that would need to be addressed within the By-laws. The recommendations were approved unanimously. The Director will take the decision to the next County Commission meeting for their approval.

The Director's appraisal was discussed. Individual appraisals will be delivered to the Board Chair who will review them with HR and set a time to give the full appraisal to the Director.

The Board training date was set for March 5<sup>th</sup> from 4pm to 7pm. Tammie motioned to spend up to \$500 on the Board training. Kit seconded the motion and it unanimously passed.

The 2011 Year End Review draft was proposed. Kandee motioned to spend up to \$400 to put the review in the newspaper. Tammie seconded the motion and it was unanimously passed.

A written Director's report was given. Tammie gave information for bus tours from Uintah County travel.

The floor was opened for public comments and Tom Gray complimented Bryce on his leadership and direction on keeping the meeting on task and on time.

Partner updates were given on the Northwest Colorado Cultural Heritage Tourism gateway sign project.

Christina Oxley reminded the Board that the State of the County event was coming up February 24.

Bryce adjourned the meeting at 1:07p.m.

*Minutes prepared by Melody Villard and submitted by Dee Bates for review on February 24, 2012*

Next regular meeting: 11:00am. March 7, 2012

*Approved March 7, 2012*