

Gene A. Meisner  
Commissioner District One

Rocky L. Samber, Chairman  
Commissioner District Two

David G. Donaldson  
Commissioner District Three



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**OFFICE OF THE BOARD  
LOGAN COUNTY COMMISSIONERS**

315 MAIN STREET SUITE 2  
STERLING, COLORADO 80751

**AGENDA**

**Logan County Board of Commissioners  
Logan County Courthouse, 315 Main Street, Sterling, Colorado  
Tuesday, June 14, 2016 - 9:00 a.m.**

**Call to Order  
Pledge of Allegiance  
Revisions to Agenda  
Consent Agenda**

Approval of the Minutes of the May 31, 2016 meeting.

Acknowledge the receipt of the Landfill Supervisor's report for the month of May, 2016.

Acknowledge the receipt of the Treasurer's report for the month of May, 2016.

Acknowledge the receipt of the Clerk and Recorder's report for the month of May, 2016.

**Unfinished Business**

The Board will set the dates for the 2017 and 2018 Logan County Fair and Rodeo.

**New Business**

Consideration of the approval of an Addendum to Motor Vehicle Lease between Logan County and the City of Sterling to amend the Ambulance Inventory in the Lease to reflect the replacement of one unit by another.

Consideration of the approval of a Logan County Lodging Tax Board Project for the exploresterling.com Website Upgrade in the amount of \$10,480.

Consideration of the approval of agreement between Logan County and Pauley Construction, and the issuance of ROW Permit #2016-6, for use of the county right-of-way at 20627 CR 41 for a 6 pair phone line.

**Other Business  
Miscellaneous Business/Announcements**

The next regular business meeting will be scheduled for Tuesday, June 21, 2016, at 9:00 a.m. at the Logan County Courthouse.

**Executive Session as Needed  
Adjournment**

May 31, 2016

The Logan County Board of Commissioners met in regular session with the following members present constituting a quorum of the members thereof:

Rocky L. Samber	Chairman
David G. Donaldson	Commissioner
Gene A. Meisner	Commissioner - absent

Also present:

Alan Samber	Logan County Attorney
Marie Granillo	Logan County Deputy Clerk
Rob Quint	Logan County Planning and Zoning
Callie Jones	Journal Advocate
Forrest Hershberger	South Platte Sentinel

Chairman Samber called the meeting to order at 9:00 a.m. The meeting opened with the Pledge of Allegiance.

Chairman Samber asked if there were any revisions for today's agenda. None were indicated.

The Board continued with the Consent Agenda items:

- Approval of the Minutes of the May 17, 2016 meeting.

Commissioner Donaldson made a motion to approve the Consent Agenda. Commissioner Samber seconded and the motion carried 2-0.

Chairman Samber continued with New Business:

Commissioner Donaldson made a motion to approve a fireworks permit application on behalf of Wholesale Fireworks - Richard Krehbiel for sale of fireworks at 198 Springdale Road, Sterling, Colorado. Commissioner Samber seconded and the motion carried 2-0.

Commissioner Donaldson made a motion to approve a fireworks permit application on behalf of Our Town Fireworks – Dale Brydston for sale of fireworks at 12915 CR 37, Sterling, Colorado. Commissioner Samber seconded and the motion carried 2-0.

Commissioner Donaldson made a motion to approve a fireworks display permit application on behalf of Sterling, Boat Club – Tom Bedford for a fireworks display at the Sterling Boat Club boat dock one evening between Sunday, July 3 and Tuesday, July 5, 2016. Commissioner Samber seconded and the motion carried 2-0.

Commissioner Donaldson made a motion to approve an agreement between Logan County and McAtee Construction Company for materials, equipment and labor necessary to complete the

2016 Overlay Program and authorize the chairman to sign. Commissioner Samber seconded and the motion carried 2-0.

The Board moved on to Miscellaneous Business/Announcements:

Chairman Samber announced that there will not be a regular business meeting the week of June 6 due to Board members attending the Colorado Counties, Inc. summer conference in Steamboat Springs, Colorado.

The next regular business meeting is scheduled for Tuesday, June 14, 2016 at 9:00 a.m. in the hearing chambers at the Logan County Courthouse.

There being no further business to come before the Board the meeting was adjourned at 9:10 a.m.

Submitted by:

  
Deputy Logan County Clerk & Recorder

Approved: June 14, 2016

BOARD OF COUNTY COMMISSIONERS  
LOGAN COUNTY, COLORADO

(seal)

By: \_\_\_\_\_  
Rocky L. Samber, Chairman

Attest:

\_\_\_\_\_  
Logan County Clerk & Recorder

+

**LOGAN COUNTY SOLID WASTE DEPARTMENT--MATT CHRISP, SUPERVISOR**

315 Main Street Sterling, CO 80751  
 (970)522-8657 Fax---(970)522-1995

FOR MAY 2016	TONS	PRICE	CHARGES
City of Sterling (Packers)CHG SF	645.27	@ \$1.17	\$754.97
City of Sterling (Dump Trucks)CHG CL	14.54	@ \$20.00	\$290.80
City of Sterling Cleanup CHG SFCC		@ \$1.17	\$0.00
Commercial (Packers & Roll Offs) C	1127.11	@ \$21.00	\$23,669.31
Out of County OC	87.02	@ \$42.00	\$3,654.84
General Public	431.53	@ \$21.00	\$9,062.09
Area Town Clean-ups CPC	31.18	@ \$1.00	\$31.18
Petroleum Contaminated Soil PCS	851.07	@ \$25.00	\$21,276.75
<5 TONS ON FREE CERTIFICATES XTON		@ \$21.00	\$0.00
Rural Free Certificate Days NC	77.88	NC	
<b>TOTAL TONS</b>	<b>3265.598</b>		
<b>\$10.00 MINIMUM DIFFERENTIAL</b>			<b>\$960.56</b>
E-Waste Recycling	15 ITEMS		\$105.00
E-Waste Recycling NC		NC	
GEW (Government E-Waste)	5560	lb \$0.08	\$444.80
Outgoing Recycled Tires/Metal/Wood	6.69		
Car Tires (CHG)	103	@ \$5.00	\$515.00
Truck Tires (CHG)		@ \$8.00	\$0.00
Car/Truck Tires (NC)		NC	
Tractor Tires (CHG)		@ \$12.00	\$0.00
Earth Moving Tires (CHG)		@ \$20.00	\$0.00
Tractor/Earth Moving Tires (NC)		NC	
R&B Illegally Disposed Tires & Matts (NC)	36	NC	
Appliances (CHG)	8	@ \$5.00	\$40.00
Appliances (NC)		NC	
Analytical Reviews ARV		@	\$0.00
Unsecured/Unauthorized Loads (CHG)		@ \$10.00	\$0.00
CASH			\$6,966.57
CHARGE			\$53,838.72
<b>TOTAL</b>			<b>\$60,805.29</b>
TOTAL # OF VEHICLES	854		

*Ann Lerdig*  
6-1-2016

## LOGAN COUNTY SOLID WASTE SUR-CHARGE REPORT

MAY	TONS	CPC (CLOSURE)
CASH	361.85	554.92
CHARGE	2243.94	2268.64
CITY OF STERLING	659.81	NA
<b>TOTAL</b>	<b>3265.598</b>	<b>\$2,823.56</b>
E-WASTE	0	NA
GEW	2.78	NA
RECYCLED METAL		NA
RECYCLED TIRES	6.69	NA
RECYCLED WOOD	0	NA
<b>GRAND TOTAL TNS</b>	<b>3275.068</b>	

*Pam Jerdig*  
6-1-2016

**LOGAN COUNTY TREASURER'S MONTHLY REPORT  
REPORT OF COUNTY FUNDS ONLY  
MAY 2016**

COUNTY FUNDS	4/30/16 BALANCE	PROPERTY TAXES	SPECIFIC OWNERSHIP	MISC COLLECTIONS	TRANSFERS IN (OUT)	WARRANTS	TREAS FEES	5/31/16 BALANCE
010 COUNTY GENERAL	\$ 7,423,510.82	\$ 1,266,732.21	\$ 59,033.24	\$ 111,687.94	\$ -	\$ (729,814.41)	\$ (26,534.06)	\$ 8,104,615.74
020 ROAD & BRIDGE	\$ 3,183,556.44	\$ 76,157.48	\$ 4,213.68	\$ 387,051.86	\$ -	\$ (387,723.68)	\$ (5,899.58)	\$ 3,257,356.20
050 CAPITAL EXPENDITURES	\$ 705,791.90	\$ 120,554.82	\$ 5,618.30	\$ 2,106.65	\$ -	\$ (85,265.67)	\$ (2,411.10)	\$ 746,394.90
060 JUSTICE CENTER	\$ 2,537,214.61	\$ -	\$ -	\$ 120,992.49	\$ -	\$ (147,467.79)	\$ (2,398.84)	\$ 2,508,340.47
070 TELEVISION FUND	\$ 51,471.04	\$ 10,548.63	\$ 491.68	\$ -	\$ -	\$ (1,498.17)	\$ (210.97)	\$ 60,802.21
080 PEST CONTROL	\$ 217,495.24	\$ 17,209.31	\$ 1,101.77	\$ -	\$ -	\$ (49,694.64)	\$ (344.19)	\$ 185,767.49
100 LODGING TAX	\$ 180,659.92	\$ -	\$ -	\$ 9,724.80	\$ -	\$ (4,940.77)	\$ -	\$ 185,443.95
110 SOLID WASTE	\$ 741,618.20	\$ -	\$ -	\$ 58,579.37	\$ -	\$ (47,688.25)	\$ -	\$ 752,509.32
111 SOL WST CLOSURE	\$ 348,010.04	\$ -	\$ -	\$ 3,275.52	\$ -	\$ -	\$ -	\$ 351,285.56
120 CONSERVATION TRUST	\$ 44,700.17	\$ -	\$ -	\$ 3.42	\$ -	\$ (14,823.70)	\$ -	\$ 29,879.89
300 CONTINGENT	\$ 526,027.55	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 526,027.55
444 CLERK DIGITAL CONV.	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
600 AMBULANCE FUND	\$ 366,961.89	\$ -	\$ -	\$ 93,276.27	\$ -	\$ (143,594.93)	\$ -	\$ 316,643.23
% TAX COLLECTED TO DATE								82.04%
<b>TOTALS</b>	<b>\$ 16,327,017.82</b>	<b>\$ 1,491,202.45</b>	<b>\$ 70,458.67</b>	<b>\$ 786,698.32</b>	<b>\$ -</b>	<b>\$ (1,612,512.01)</b>	<b>\$ (37,798.74)</b>	<b>\$ 17,025,066.51</b>

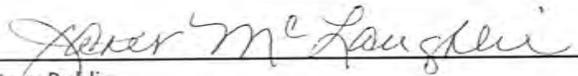
STATE OF COLORADO )  
 : ss.  
 COUNTY OF LOGAN )

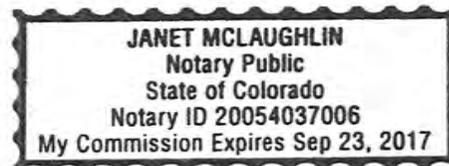
I hereby certify that the Logan County Treasurer's Office collected property taxes totaling \$4,606,045.67 for the month of MAY 2016 which amount includes taxes for the County and all taxing authorities within the Treasurer's jurisdiction. The total Treasurer's Fees collected on all of said taxes for the month of MAY 2016 is \$59,507.05 which includes fees for the County and all taxing authorities.

  
Patricia Bartlett, Logan County Treasurer

Subscribed and sworn to before me this 10th day of JUNE 2016, by Patricia Bartlett, Logan County Treasurer.  
Witness my hand and official seal.

My Commission expires: 09/23/17

  
Notary Public



**COMPARISON CLERK FEES COLLECTED FOR MAY 2016**

**RECORDING FEES RETAINED**

	<u>2015</u>	<u>2016</u>	 
Real Estate Recording	8,545.00	9,980.00	
Surcharges	330.00	409.00	
Documentary Fees	400.33 (34)	866.64 (52)	
Torrens Title Recording (1/2 to General Fund)	0.00 (00)	0.00 (00)	
Marriage/Civil License	84.00 (12)	126.00 (18)	
Copies/Faxes	478.00	682.50	
Misc. Recording	900.00	1,247.50	
Misc. Election	2.50	0.00	
Short Check Fees	0.00	0.00	
<b>Total</b>	<b><u>\$10,739.83</u></b>	<b><u>\$13,311.64</u></b>	<b>\$2,571.81</b>

**RECORDING FEES TO STATE**

Marriage/Civil License CO	240.00	360.00
Marriage/Civil License VR	36.00	54.00
<b>TOTAL TO STATE</b>	<b><u>\$276.00</u></b>	<b><u>\$414.00</u></b>

**MOTOR VEHICLE FEES RETAINED**

State Sales Tax Vendor Fee	1,609.60	915.76	
City Sales Tax Vendor Fee	1,253.73	1,503.31	
Summary Title Apps	2,522.00	2,673.00	
Other Fees	5,918.22	4,729.24	
No Insurance Ticket Fees	866.18	335.89	
Total County Registration Fees	9,793.45	10,238.30	
County Special Purpose Fund (General Fund)	1,350.00	1,451.50	
Police Training Vendor Fee (General Fund)	94.79	101.65	
Registration Fees (\$1.50/\$2.50)	8,078.00	8,606.50	
County MV Late Reg Fees	2,120.00	2,580.00	
Ownership Tax Collected	145,034.51	160,849.31	
Ownership Tax collected by Dept of Rev (Class A)	56,335.48	54,308.79	
Ownership Tax collected by Dept of Rev (Class F)	3,318.15	3,099.11	
County Sales Tax	35,467.20	23,259.62	
<b>Total</b>	<b><u>\$273,751.31</u></b>	<b><u>\$274,651.98</u></b>	<b>\$900.67</b>

**MOTOR VEHICLE FEES TO STATE**

Sales Tax -- State of Colorado	46,726.43	26,584.51	
Registration Remittance Fees	179,587.12	188,296.53	
Title Remittance Fees	1,871.10	1,965.40	
Sales Tax -- RTA	802.20	1,054.35	
<b>Total</b>	<b><u>\$228,986.85</u></b>	<b><u>\$217,900.79</u></b>	<b>State <u>\$11,086.06</u></b>

**MOTOR VEHICLE FEES TO CITY**

Sales Tax -- City of Sterling	\$23,820.51	28,562.82
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**FEES RETAINED THIS MONTH \$344,144.77**

**\$287,963.62** **Month  
\$56,181.15**

**FEES RETAINED YEAR TO DATE \$1,699,810.22**

**\$1,376,235.80** **YTD  
\$323,574.42**

## ADDENDUM TO MOTOR VEHICLE LEASE

THIS ADDENDUM TO MOTOR VEHICLE LEASE, is entered into this \_\_\_\_ day of \_\_\_\_\_, 2016, by the CITY OF STERLING, a municipal corporation, 421 N. 4<sup>th</sup> Street, Sterling, CO 80751, hereinafter referred to as "City", and the COUNTY OF LOGAN, a political subdivision of the State of Colorado, 315 Main Street, Sterling, CO 80751, hereinafter referred to as "County."

### WITNESSETH:

**WHEREAS**, City and County are parties to that certain Motor Vehicle Lease dated December 22, 2015; and

**WHEREAS**, City and County wish to amend the Ambulance Inventory in the Lease to reflect the replacement of one unit by another.

**NOW THEREFORE**, City and County hereby agree that the Ambulance Inventory in the December 22, 2015 Motor Vehicle Lease is amended by replacement of the list with the following Ambulance Inventory:

### Ambulance Inventory

UNIT NUMBER	MAKE/MODEL	YEAR	V.I.N.	BEGINNING MILEAGE	IN-SERVICE DATE
Med 1	Ford F450	2011	1FDUF4HT0BE A74770	5,808	12/13/11
Med 2	International 4300	2009	1HTMRAZM09 H087340	80,540	09/23/11
Med 5	Ford E350	2000	1FDWE35F9Y HB34928	59,600	12/13/11
Med 6	Chevy 4500	2014	1GB6G5CL6E1 171382	7	04/01/15
Med 7	Chevy 4500	2015	1GB6G5CL8F 1169666	17	06/06/16

City and County understand and agree that all terms of the underlying Motor Vehicle Lease not affected by this Addendum remain in full force and effect.

IN WITNESS WHEREOF, the parties have executed this Addendum effective the date first hereinabove set forth.

DATED: \_\_\_\_\_

BOARD OF COUNTY COMMISSIONERS OF  
LOGAN COUNTY, COLORADO

By \_\_\_\_\_ (Date)  
Rocky L. Samber, Chairman

By \_\_\_\_\_  
Gene A. Meisner, Commissioner

By \_\_\_\_\_  
David G. Donaldson, Commissioner

ATTEST:

\_\_\_\_\_  
County Clerk and Recorder

Address: Logan County Board of County Commissioners  
315 Main Street  
Sterling, CO 80751

CITY OF STERLING, COLORADO

By \_\_\_\_\_  
Mayor

ATTEST:

\_\_\_\_\_  
City Clerk

Address: Office of the City Manager  
City of Sterling  
421 N. 4<sup>th</sup> St.  
Sterling, CO 80751

# LOGAN COUNTY LODGING TAX BOARD FUNDING REQUEST FORM

**\*\* Please print and review BOTH pages and bring to the meeting \*\***

Date: 6-1-16 Project Title: Website upgrade  
Responsible Party: (Signature) Marilee Johnson, TIC Coordinator  
Funds Payable to: (Organization) Internet Hervey  
Mailing Address: TBD

By completing this form, the responsible party agrees to include the words "Funds provided by www.ExploreSterling.com" in all media announcements and/or printed material about the project. Changes in details for an event, such as location, length of event, etc. that were presented to the LTB at the time the request was submitted and accepted **must be cleared with the board before** any bills will be paid. Failure to do this will also affect funding for future projects.

Fifty percent or more of the advertising funds used to promote the event should be spent to reach outside of Logan County.

Date(s) of Activity: 2016  
Total cost of project: \$10,480  
Amount requested: \$10,480

Describe briefly how funds will be used then attach detailed information to this form as requested in the guidelines on the back.

Funds will be used to upgrade the exploresterling.com website to promote Sterling and Logan County per specs outlined on attached proposal.

The following information is vital if a request for funds is to be considered. **Please include on a separate sheet with the proposal.**

1. Show the complete name of the project to be promoted, advertised or marketed.
2. Identify and provide information about the group or organization making the request, including name and phone number of the person in charge.
3. Describe the project and plans to promote, advertise or market it.
4. Provide an outline of the budget established for the event.
5. Detail what percentage of total amount budgeted is being requested from the Lodging Tax Board. Remember, the funds are for tourism for Logan County.
6. Advertising is to include the words "**Funds provided by www.ExploreSterling.com**".
7. **Fifty percent or more** of the advertising funds used to promote the event must be spent to reach **outside of Logan County.**
8. Funds are not paid up front. A receipt or invoice for an expense must be presented, showing the actual amount spent before that money is released.
9. Receipts and invoices must be presented for payment **within 90 days of the completion of the event.**
10. The Lodging Tax Board requests a follow-up report after the event. If this is an event that will occur again, it is hoped that help from Lodging Tax funds in early years will help an event eventually become self-supporting.

## Guidelines for Requesting Funds From the Logan County Lodging Tax Board

The Logan County Lodging Tax Board's funding and the use of its funds were established by Colorado House Bill 1476, and concern the promotion of tourism and its funding. This house bill was enacted by the General Assembly of the State of Colorado and later approved by the voters of Logan County. In general, "revenues collected from Logan County Lodging Tax (1.9% bed tax), shall be used only to advertise, market or promote tourism for Logan County"

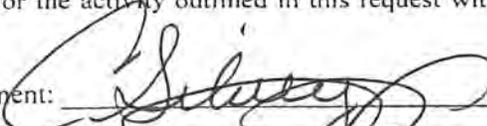
Funding for advertising, marketing or promoting an event intended to bring tourism to Logan County may be requested by completing the other side of this form, attaching additional information as requested below and submitting the entire request before the Lodging Tax Board at their next monthly meeting. Names of Board members, as well as the time and date of each monthly meeting, are available by inquiring at the Logan County Commissioners' Office (970-522-0888). Please provide **TWELVE copies** of the completed proposal (one for each Board member). The presentation of your event request, including time to answer questions from the Board, should be kept to a maximum of 10 minutes.

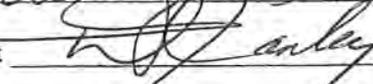
Requests may be submitted to a Board member prior to the next meeting and discussed as new business, without a personal presentation. However, this does not allow the opportunity for the Board to ask questions and it could be tabled for more information. The Board may consider and vote on a proposal at the same meeting. The Board may also review and discuss a new proposal at the meeting when it is submitted, then vote on it at the next meeting.

Requests approved by the Lodging Tax Board will then go to the County Commissioners for their approval at a regular open meeting. **If possible the person submitting the proposal should attend the County Commissioners' meeting.** Check with their office for time and date of the next Commissioners meeting. This will also be announced at the Lodging Tax Board meeting.

\*\*\*\*\*  
THIS PART OF FORM TO BE COMPLETED BY LODGING TAX BOARD

The Logan County Lodging Tax Board Requests approval from the County Commissioners in the amount of \$ 10,420 for the activity outlined in this request with the understanding that the funds will be used as described.

LCLTB Endorsement:  Date: 6/6/2016

LCLTB Treasurer's Endorsement  Date: 6/6/16

Logan County Commissioners approve the amount of \$ \_\_\_\_\_

Commissioners Endorsement \_\_\_\_\_ Date: \_\_\_\_\_

**Reimbursement forms** must be obtained from the finance department at the Logan County Courthouse. For reimbursement, return **completed forms and receipts** within 90 days of completion of the event

**THANK YOU!!**

See Reverse Side

REVISED May 2016



Welcome,

Thank you for considering Internet Honey for this work. We have proposed our best efforts in this document. We hope you'll consider us thoroughly and find that we are the best option for your budget. We're confident that we can exceed your expectations during this project. We look forward to hearing from you.

The proposed work herein stands apart from everything else you'll receive. Please consider these points while evaluating our group:

1. Our decisions throughout this project (even tiny, seemingly irrelevant ones) are made based upon a deep understanding of data in the Tourism Industry.
2. We're already familiar with most of what a Destination needs from a website, so much of our time is devoted to crafting an experience commensurate with your Destination.
3. No group in Colorado has more relevant experience helping Destinations romance travelers than Internet Honey.

Thank you very much,

R. A. Burrell, President

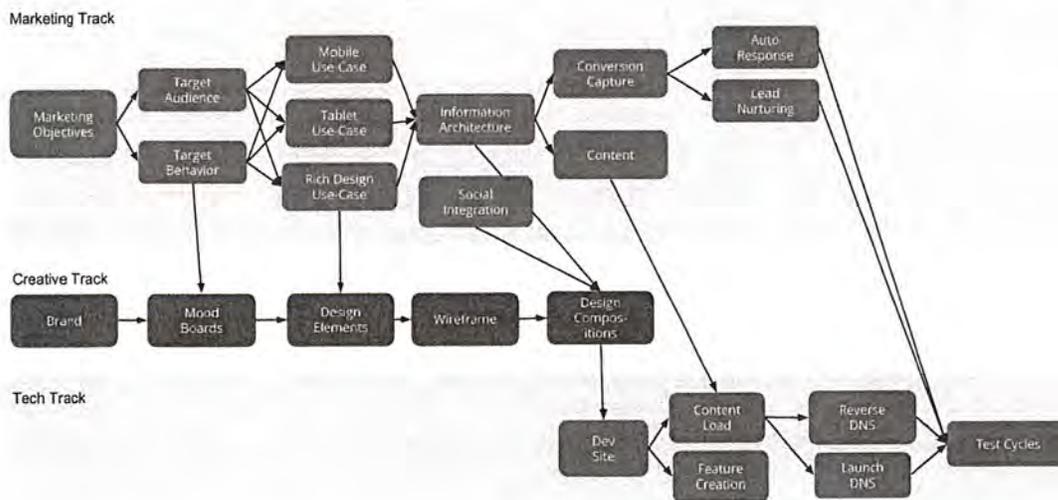
## Executive Summary

Internet Honey was founded in 2006 to serve the needs of Destinations and Attractions throughout the Southwest. We have worked with dozens of destinations in eight States with services ranging from product development to campaign design and execution. The recent work that is relevant to your current needs is the recent launches of [www.VisitFtCollins.com](http://www.VisitFtCollins.com), [www.OurayColorado.com](http://www.OurayColorado.com) and [www.MTBHome.com](http://www.MTBHome.com). These websites represent our design, our builds and content collaboration with the client.

Our approach will follow the process our owners have developed over two decades and refined for the most current needs. Team Honey will guide you through this process to efficiently identify what motivates travelers to choose Sterling, Colorado.

Our process for developing websites has been refined over dozens of launches. In the diagram below you will notice there are three simultaneous efforts: Marketing, Creative and Tech.

### DESIGN & BUILD A WEBSITE



© 2012 Internet Honey. All rights reserved. Terms of Service: [http://www.internet-honey.com/terms](#)

## Experience & Team Members

Team Honey has some recent launches we feel demonstrate our abilities best. Look at them

on a mobile device and you'll see how they gracefully accommodate the device. Each team member that will be working on this project is listed below. Every one of us has a decade of experience marketing destinations.

## R. A. Burrell President

R. A. founded Internet Honey and is the architect behind the most sophisticated tourism marketing solutions available today. His 2+ decades in internet marketing are one of our strongest assets, and his thought leadership in the industry is widely known, and well-proven. He developed our process of Think. Execute. Measure.™ and applies it diligently to all campaigns. Our clients have very long relationships because of his work ethic and fun-loving style. His experience will be leveraged to provide strategic direction and measuring our efforts to optimize performance. He is fully responsible for your satisfaction.



## Jason Herzog Creative & Tech

Jason Herzog graduated from Rocky Mountain College of Art and Design in 2002 where he studied Fine Art and Illustration. He prides himself on quality work, and constantly delivers — on time and on task — and has been delivering for us since 2007. He knows everything he produces needs tracking in ways only someone deeply entrenched in the entire process can — both micro- and macroscopically. He knows his work should

inspire visitors, engage them, convert them. And everything has to work, the first time,

every time. That's the value of subject matter expertise in tourism marketing. Herzog can build anything from web-apps, complicated forms, to Internet Honey's Tourism Engine™.

## Amanda Blough Social Media

After graduating from UCCS with a marketing degree, Amanda has over a decade of social media marketing experience. She's built online communities and understands content development. With a very open-minded and collaborative approach, she's creative and works hard. She's available to provide strategic direction for Social Media efforts as well, and flawless, timely execution. When she's not working she travels frequently to conferences and for outdoor adventure.



## Kate Collins Content Strategy

Kate specializes in strategic conception and creative execution of marketing communications, with an emphasis on tourism. She has three decades of marketing, public relations, publishing and radio broadcast background, and lives in the center of the Colorado Rockies, in Glenwood Springs, Colorado. When she's not at her keyboard you will find her swimming in the hot springs pool, hiking with her dog Indi, or kayaking on the Colorado River. On your account she's available to contribute to the website content, outbound lead message and email newsletters. Kate's experience and

knowledge communicate to the target audiences you're after, to make her work efficient and on-point.

## Mike Sebastian

### Design

Originally from Denver, Sebastian and Burrell began working together in 2003. Their work won several awards until Mike moved to San Francisco in 2010. Mike has recently rejoined the group. The experience he garnered working on mobile apps, games, destinations and Google products in San Francisco elevated his game and he's had an immediate contribution.



## Project Approach & Scheduling

Our work is broken into weekly milestones. Dates are assigned to each milestone based upon the Kick Off date.

#### Week 1-2:

- Kick Off: Team Introductions & Responsibilities
- Target Audience persona development
- Competitive Mood Board Compilation
- Target Behaviors defined
- Brand elements defined
- Content elements defined
- System Integrations architected

#### Week 2-3:

- Use-Cases defined for desktop, tablet and mobile
- Asset & Content inventory created

#### Week 4:

- Information Architecture drafted
- Website Themes drafted

- Datasets working from disparate systems

## Week 5:

- Information Architecture approved
- Features and social integration widgets installed
- Design Compositions created and presented

## Week 6:

- Design Compositions approved

## Week 7:

- Design integrated into presentation layer and email templates
- Design on staging platform and data capture with workflow tested

## Week 8:

- Content Loaded
- Redirects identified for SEO

## Week 9:

- User training with real content
- Pre-launch checklist
- Launch
- Post - Launch check for indexing and redirects

## References

Please feel free to contact these people. The number of years is how long they've been with us.

*Kat Papenbrock, Ouray Colorado - 970.232.3846*

Kat can tell you what the current website project is like (4 years)

*Katy Schneider, Fort Collins - 970.232.3846*

Katy can tell you what the current website project is like (8 years)



*Greg Ralph, Purgatory Resort - 970.759.4983*

Greg can tell you what we know about Ski Resort marketing, Inntopia integrations (4 years)

*Steve Strecker, Colorado Ski Country USA - 303.866.9717*

Steve can tell you what the recent migration project was like (8 years)

*Andy Neinas, Echo Canyon - 719.275.7788*

Andy can tell how we build sites to drive conversions and why in the heck he's still working with us (12 years)

*Kelly Kirkpatrick, Mesa Verde Country - 970.565.8227*

We didn't even build her site, another group in Eagle, Colorado did. But the launch was a disaster, losing 90% of the organic traffic. We've demonstrated our worth by resurrecting that tragedy by fixing the technical and content problems. (4 years)

## Fees - \$10,000

When considering our proposal please understand that we intend to build this on top of the Tourism Engine™ installation you already have. As such, our focus will be concentrated on the audience, content and design.

### *Creative Track: \$3000*

Define Brand elements	\$300
Asset & Artwork Acquisition and organization	\$450
Create design elements (responsive/mobile-friendly)	\$2250

### *Tech Track: \$5000*

Create template site	\$300
System & Proprietary Integrations	\$300
Cut design composition into CMS (responsive/mobile-friendly)	\$2000

# PROPOSAL

8 of 12



Load and reformat content	\$600
Build contact/newsletter form and connect with ConstantContact	\$750
Gather URLs Indexed and develop 301 redirect list	\$300
Reverse URL to old site	\$150
Launch URL	\$150
Go Live + 1 day: Check index in Webmaster Tools for Indexed Pages	\$150
Go Live + 1 week: Check index in Webmaster Tools for Indexed Pages	\$150
Go Live + 1 month: Check index in Webmaster Tools for Indexed Page	\$150

## *Marketing Track: \$2000*

Determine marketing objectives for the website	\$150
Target Audience	\$150
Target Behavior	\$150
Competitive Research	\$300
Information Architecture	\$150
Social Integration	\$150
Integration with Google Analytics using Google Tag Manager: Collect traffic data as well as secondary events; form conversions, phone number clicks, email clicks, social property clicks, clicks to members' websites	\$650
User Training	\$300

## Website Feature List

We feel it's important to provide only what the audience wants without cluttering the website with distractions.

The complete list of features is below:

- Content Management System interface available on iPad, phone or desktop (WordPress CMS or Joomla! CMS)
- Business directory for all Industry Partners, Members, Local Businesses, Events and Regional Participants broken into non-exclusive categories.
- Display maps for directory (entire directory, by category, individually)
- External map links to Google and Apple maps (for mobile devices)
- Directory searching
- User Management
- Calendar of events (with syndication)
- Aggregate multiple calendar feeds into yours
- Events widget
- Spellchecker with user defined dictionary
- Tracking pixels insertion into pages (although GTM is preferred method)
- WYSIWYG HTML editor
- In-line editing, browse to a page and edit it there
- Media Management: upload photos, videos, PDFs, press releases
- Forms: Built on the fly, add custom data fields as you go and tie the auto response to existing email templates
  - Contact Us and Newsletter sign up form will be combined
- Automatic content syndication (events, blog(s))
- Header slideshows
- Content slideshows
- Photo galleries
- Instagram feed widget (optional)
- Aggregator to display all Instagram photos tagged with #sterlingcolorado
- Site search
- Blogging section
- FAQs
- Responsive video embedding
- Tracking

- Standard Google Analytics tracking (Pageviews, Demographics, Geography, etc.)
- Google Analytics goals (form completion)
- Google Analytics event tracking (click a phone number, click a social link, email someone)
- Tracking of interactions with Member Listings (clicks to their sites, clicks on their phone numbers, clicks to their social properties)
- SEO Friendly URLs
- Titles, meta descriptions, meta titles
- Sitemap.xml (google, yahoo, bing)
- 301 redirects
- 404 logging and redirection
- Submit business to directory form
- Submit public event form

## Pricing For Support

Additionally, our support is always available during business hours for questions on how-to or assistance. Typically, issues completed in less than 15 minutes are not billed. Support plans with blocks of hours can be purchased. These are all purpose hours used for any reason from interpreting reports to make updates, adding content.

Changes to the website like additional systems integrations or design changes are estimated to scope and executed upon your approval.

Hosting is \$40 per month and includes all features on the platform.

## Specific Responses

### DESIGN:

We will create and present one main design version based on your likes, examples, and needs. Your feedback will hone the design elements at each step in the process.

### EDITORIAL:

We're well versed in optimizing the content for your brand and the natural features in your region. Optimizing these pages may help lower your Pay Per Click costs.

## INTEGRATION WITH 3rd PARTIES:

We've integrated with all your third party tools (ConstantContact for example) on previous projects. And we have a few more like a TripAdvisor integration that can help.

## BUSINESS / EVENT LISTING EXTRANET:

Local businesses can login and edit listings, events or venues. We will require their passwords be complex to prohibit exposing your website to hacks. Their interface will only allow limited formatting tools to prohibit design sabotage.

## MAPPING:

We'll use Google maps. An example can be seen here: <http://www.visitftcollins.com/things-to-do/water-sports/whitewater-rafting/>. But, we've also integrated the mapping tools for mobile devices. This example shows two mapping tools that we integrated <http://www.ouraycolorado.com/lodging/hotels-and-motels/24-antlers-motel>. Our experience has shown that maps are used extensively on phones. As such, we provide the user options.

## INTERACTIVE SIDEBAR COMPONENTS:

This will be incorporated into the design. We interpret this to allow them to be presented below the content on small screens since sidebars may not show on a phone. The staff can edit this content and set the parameters for when/where it shows. Ask us how the content on Durango.org changes for In-State and Out-Of-State web traffic.

## CONTENT MANAGEMENT:

We hear you on security. Attacks are ever increasing and the government isn't properly addressing it. Perform your due diligence on a test server. We've found that's often the best way to determine for yourself if it meets your criteria.

## RECOMMEND ADDITIONAL FEATURES:

If an interview is requested we will share our thoughts on additional requirements not named herein.

## PROOFING/TESTING:



We use a cold review process. A team member that didn't work on this project will be asked to perform each of the critical behaviors identified in the early steps of the project. Burrell will then determine those behaviors were captured in Google Analytics.

## TRACKING/REPORTING

Your tracking script for Google Analytics, the Facebook pixel and any other scripts will be installed using Google Tag Manager. This allows edits to be made without changing the website. This is an industry standard approach.

Name: Pauley Construction  
Address: NE4 Section 20-9-52 = 20627 C.R. 41, Sterling  
Row Permit # 2016-6

AGREEMENT TO USE LOGAN COUNTY RIGHT OF WAY  
INDIVIDUAL PERMIT

THIS AGREEMENT made this (County fills in) \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, by and between the County of Logan, State of Colorado, hereinafter called "County", and PAULEY CONSTRUCTION the undersigned easement holder or landowner, hereinafter called "Applicant".

WHEREAS, Applicant owns the following described premises, or has an easement on, over or through said premises, to-wit (legal description): 20627 County Road 41  
STERLING COLORADO; and

WHEREAS, Applicant desires to install and construct a 6 PAIR PHONE LINE, which will be located (Circle One) along, (under) or across County Road 41, to benefit the above described premises; and

WHEREAS, the County is willing to allow such installation and construction by Applicant, but only upon the terms and covenants contained herein.

NOW, THEREFORE, in consideration of paying the County the sum of \$100.00 or \$200.00 and keeping of the terms and covenants contained herein, the parties agree as follows:

- Applicant agrees to furnish the County in writing in advance of installation the exact location and dimensions of said installation and construction.
- Buried installations must be at no less than 48 inches below the lowest level of any borrow ditch paralleling the County Road and an "Individual permit" must be submitted for each instance.
- Applicant shall have the right to install and construct 6 PAIR PHONE LINE, described above, in the right of way of County Road 41, but such installation and construction shall be done only in the following manner. All work within the county ROW shall be performed only during regular business hours of the Logan County Road & Bridge Department to enable supervision and inspection of the work.
- All work authorized by this Agreement shall be completed no later than 6/22/16.
- It is understood that no paved or oil-surfaced road shall be cut and will be crossed by boring only. For other roads and crossings of County property after installation. Applicant shall restore the surface to the same condition as existed prior to such construction.
- All cost and expense of installation, construction, maintenance, removal, or replacement is to be paid by the Applicant.
- The traveling public must be protected during this installation with proper warning signs or signals both day and night. Warning signs and signals shall be installed by and at the expense of Applicant.

PAULEY CONSTRUCTION  
ROW 2016-6 NE4 20-9-52  
Bore Under CR 41  
20267 CR 41, Sterling

Name: Pauley Construction  
Address: NE4 Section 20-9-52 = 20267 C.R. 41, Sterling  
Row Permit # 2016-6

- Applicant hereby releases the County from any liability for damages caused by said BORE UNDER COUNTY ROAD 41, whether caused by employees or equipment of the County, or others, at any time. Further, Applicant agrees to protect, save and hold harmless, and indemnify the County from and against all liability, loss, damages, personal injuries or expenses suffered by or imposed against the County by reason of the construction, installation or maintenance of the above described improvement.
  
- No perpetual easement or right of way is granted by this instrument and should Applicant's use of said right-of-way interfere with the County's use, or intended use of said right-of-way, Applicant will remove or relocate the same upon demand of the County. Applicant shall pay all costs of such removal or relocation.
  
- This Agreement shall be a covenant running with the above-described real property and shall be binding upon the parties hereto, their heirs, successors, personal representatives, and assigns.
  
- Other Provisions: N/A

Owner #1

Printed name \_\_\_\_\_

Signature \_\_\_\_\_

Owner #2

Printed Name \_\_\_\_\_

Signature \_\_\_\_\_

Individual Right-of-Way Permit Applicant:

Printed name Jeri Sorey PAULEY CONSTRUCTION

Signature [Handwritten Signature]

Address: 14116 Valley Drive  
MEAD, CO 80542  
(720) 580-0331

*pd 6-8-2016 #7795  
receipt #144*

Application Fee Paid \$100 via check in the mail

Date 5/26/16

Signed at Sterling, Colorado the day and year first above written.

THE BOARD OF COUNTY COMMISSIONERS  
LOGAN COUNTY, COLORADO

Rocky L. Samber (Aye) (Nay)

Gene A. Meisner (Aye) (Nay)

David G. Donaldson (Aye) (Nay)

Rev. 5/2014

PAULEY CONSTRUCTION  
ROW 2016-6 NE4 20-9-52  
Bore Under CR 41  
20267 CR 41, Sterling

Name: *Pauley Construction*  
Address: *NE4 Section 20-9-52 = 20267 CR 41, Sterling*  
Row Permit # *2016-6*

RIGHT OF WAY  
INSPECTION FORM

LOGAN COUNTY, 315 MAIN STREET, STERLING, CO 80751

PERMIT DATE \_\_\_\_\_

PROJECT ADDRESS \_\_\_\_\_

OWNER \_\_\_\_\_ ADDRESS \_\_\_\_\_

DESCRIPTION OF WORK \_\_\_\_\_

TO SCHEDULE AN INSPECTION, PLEASE CALL 970-522-3426 OR 970-520-6370

THE ISSUANCE OR GRANTING OF THIS PERMIT SHALL NOT BE CONSTRUED TO BE A PERMIT FOR, OR AN APPROVAL OF ANY VIOLATION OF ANY OF THE PROVISIONS OF THE ORDINANCES OF LOGAN COUNTY. PERMITS PRESUMING TO GIVE AUTHORITY TO VIOLATE OR CANCEL THE PROVISIONS OF ORDINANCES OF LOGAN COUNTY SHALL NOT BE VALID. THIS PERMIT SHALL EXPIRE IF WORK AUTHORIZED IS NOT COMMENCED WITHIN 180 DAYS OR WORK IS SUSPENDED OR ABANDONED FOR A PERIOD OF 180 DAYS.

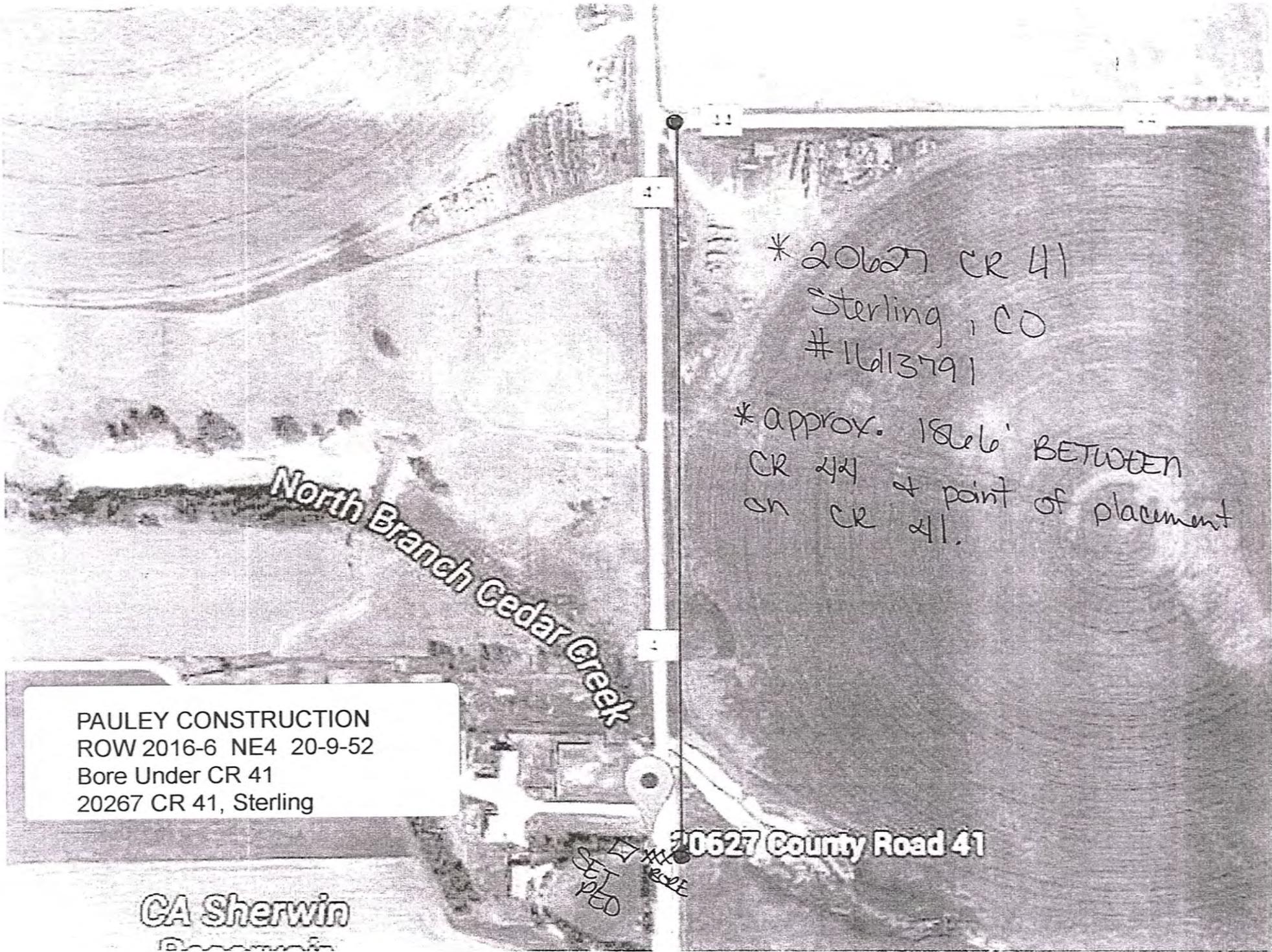
Logan County Inspector \_\_\_\_\_ Date \_\_\_\_\_

Work Performed By \_\_\_\_\_

Approved \_\_\_\_\_ NOT Approved \_\_\_\_\_ Depth \_\_\_\_\_

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PAULEY CONSTRUCTION  
ROW 2016-6 NE4 20-9-52  
Bore Under CR 41  
20267 CR 41, Sterling



\* 20627 CR 41  
Sterling, CO  
#1613791

\* approx. 1866' BETWEEN  
CR 44 & point of placement  
on CR 41.

North Branch Cedar Creek

20627 County Road 41

PAULEY CONSTRUCTION  
ROW 2016-6 NE4 20-9-52  
Bore Under CR 41  
20267 CR 41, Sterling

CA Sherwin  
Browns

SET  
PED