

MCTA Regular Meeting

March 14, 2018

Present: Shannon Moore, Larry Hoover, Cindy Looper, Tammie Thompson-Booker, Derek Cleverly, Rebekah Greenwood, Tom Kleinschnitz

Absent Board Members: John Husband

Guests: Randy Looper, Ken Wergin, Jamie Ellis, Melody Villard, Joneth Madsen, Angela McPherson

The meeting was called to order at 3:01PM

Conflict of Interest: Derek Cleverly and Cindy Looper indicated that they are on the Balloon Festival committee.

Public Comment:

Melody Villard encourages the Board to look at helping volunteer boards to grow events, not just fund the top events that may have government funding.

Reviewed the minutes from February meeting.

*****Motion was made by Tammie Thompson-Booker to approve the February 14th meeting minutes, seconded by Derek Cleverly. The motion passed.*****

Financials

Changes need to be done to correct more accurately the fees regarding having a Director as a county employee. No supplemental is required because we are not changing the bottom line of the budget, just reallocating within line items.

*****Larry Hoover made a motion to adjust within the budget \$2,403.24 to postage, \$12,000 to contingency, \$4,000 to advertising from Contract fees and Personnel fees. Tammie Thompson-Booker seconded. The motion passed.*****

****Tammie made a motion to discontinue the toll free phone number at the end of the year as long as we have a forwarding option. Derek Cleverly seconded. The motion passed.*****

Community Branding – request \$1,000 for funding (advertising).

The Chamber would be the fiscal agent for the Community Branding group. The Chamber would use it as a pass through account. Concerns were expressed that any MCTA dollars would not be used for marketing within the community. MCTA has spent money for reserving the domain names. Approving this would be an indicator maintaining MCTA's seat at the table.

*****Rebekah Greenwood made a motion to approve up to \$1,000 to the Community Branding Project to market outside of our community. Tammie Thompson- Booker seconded. The motion passed with one no vote.*****

Sand Wash sign installation is set for April 10th, meeting at 7:30AM at the Bank of Colorado parking lot. In case of rain, we will meet at 10AM to discuss Director priorities for the rest of the year.

Board seat terms - We need to stagger terms so that board seats do not all expire at the same time.

Tammie Thompson-Booker made a motion to have John Husband's and Larry Hoover's terms expire in 2019, Larry Hoover seconded. The motion passed.***

Shannon Moore will present this to the BOCC.

IGA – In order to process monies from the LMD fund we need to have an Intergovernmental Agreement that LMD allocates money to MCTA to be used by the LMD statute guidelines. We approve these funds, but they will come directly out of the LMD accounts. Events will still use our reporting process after the event and MCTA will report back to the LMD.

Special Event Funding

*****Rebekah Greenwood made a motion to move \$3014.75 from 2017 to 2018 to be used by the Signature Events, seconded by Tammie Thompson-Booker. The motion passed.*****

Moffat County Fair - A question was raised as to the amount that the County funds the fair.

Whittle the Wood – A question was raised as to the amount that the City funds the event and if that affects the amount that we should allocate to them.

Discussion was held about the governmentally sponsored events versus those that are strictly community supported

*****A motion was made by Tammie Thompson-Booker to fund WTW \$2,500 from MCTA dollars and \$5,000 from LMD dollars, Balloon Festival - \$5,000 from MCTA dollars and \$6,000 from LMD dollars, GOWD - \$4,500 from MCTA dollars and \$6000 from LMD dollars, Moffat County Fair - \$4,000 from MCTA dollars and \$5,000 from LMD dollars, Car Show - \$2,000 from MCTA dollars and \$1,000 from LMD dollars. (For a total of \$18,000 allocated from MCTA dollars and \$23,000 from LMD dollars.) *Pending the approval of the IGA between the LMD and MCTA* The motion was seconded by Derek Cleverly. The motion passed with one abstention.*****

We decided to cancel the committee meetings on April 4th. The regular meeting will be on the 11th with the Sand Wash sign installation on the 10th.

Tom Kleinschnitz made the director's report

We are getting great responses from the Magazine leads.

CTO recommendation came down to phase out the Colorado Welcome Center in Dinosaur. Phone calls were made and pressure needs to be applied to the State about keeping this center open.

Tom wants to concentrate on our “timeless” lure piece. This should be our top priority for 2018.

Public comment:

Melody Villard thanked MCTA for adding public comment in the beginning of the meeting and for rolling over the money for signature events.

Randy Looper recommended that we allocate all the money that was given to MCTA from the LMD before year end.

The Downtown Business Association may request money toward Octoberfest in the future.

Rebekah Greenwood spoke about the future considerations of joining lobbying groups.

Rebekah Greenwood also talked to the Hayden airport and the TV at the airport can run a DVD on a loop.

The meeting was adjourned at 4:58PM