

MCTA Regular Meeting

October 10, 2018

Present: Shannon Moore, Cindy Looper, Rebekah Greenwood, Tom Kleinschnitz, Larry Hoover

Guests: Randy Looper, David Bray

The meeting was called to order at 3:01PM

The minutes from September 12th were reviewed. ***A motion was made by Rebekah Greenwood and seconded by Larry Hoover to accept the minutes as corrected. The motion passed.***

Larry Hoover made a motion to move \$1000 from the Contingency line item with \$500 going to the postage line item, \$100 to the office supplies line item and \$400 to employee education line item for 2018. Seconded by Cindy Looper. The motion passed.

A motion was made by Rebekah Greenwood to move \$2,200 out of the contingency line item to \$500 in Travel line item, \$500 in Employee Education line item and \$1200 for Office Supplies line item for 2019. The motion was seconded by Larry Hoover. The motion passed.

David Bray, from the NW Colorado Snowmobile Club, made a request to Moffat County to reprint the Winter Trail map. The request is for \$2,200 for the map.

A motion was made by Cindy Looper to authorize \$2,200 for the reproduction of the winter trail maps as long as they include the MCTA logo and website on the brochure. Rebekah Greenwood seconded the motion. The motion passed. Tom Kleinschnitz will work with the club on what is required.

A discussion was held about how to handle event marketing funding. The main issue that we wanted to address was not to ask events to present requests to both the LMD and MCTA. A consensus was to have Tom bring a meeting together of any local Moffat County event organizers and discuss how they wanted to use the spending. This would be listed as an open

meeting for anyone to come that is interested in being involved. Tom would manage the advertising and the events can then advertise other places wherever they want with their own funds

Projects Committee

The panels have been delivered to the Dinosaur Welcome Center.

The Denver Travel Show is coming up soon. We need to get a group together and involve as many people as available. We need to have a lot of literature available. The goal is to have a uniform professional presentation of uniform for anyone working at the event. Tom will work with Tammie Thompson-Booker to decide on what "uniform" we want to use.

The professional display is going to cost more than expected. The new cost is \$2187 (we were expecting \$1200 - \$1300). A smaller framed backdrop is \$465 plus design. That option would need to have two side banners. The consensus was that we should go more professional with the display. We could possibly go back to the LMD to increase the amount that they could contribute.

Tom Kleinschnitz is going to continue to make personal visits to invite people in the tourism industry to come and work at the show with us.

The current office contract has been approved by the Bank of Colorado. The same conditions apply. The request would be to pay the entire lease at one time in January.

A motion was made to approve the lease amount of \$4,200 for the Bank of Colorado location for 2019. The motion was seconded by Rebekah Greenwood. The motion passed.

Larry Hoover gave an update on the Dinosaur 100 mapping that was to take place on October 6th. He did not find anyone working on the Trail, so he was not sure what got done. The trail that the Dinosaur 100 is planning to run is different than the original Yampa Valley Trail. The BLM has not officially approved the entire route yet.

CRAFT 101 update – Next one is October 25th.

LMD – draft strategic plan was distributed for consideration

CTO branding – The Great West Region

The total visitor spending for this region is listed at \$438 million which is 3% of the total for the Colorado spending.

Tom Kleinschnitz gave his Director's report

Shannon Moore will continue to work with Lynette about the non-exempt status and required meetings via the County.

Tom thanked Jeff Comstock for his work with OHV trails. There are conflicting interests involved. The Land Use Board is not interested in cooperating on OHV trails and mapping. This is a bigger issue to get everyone on board and may continue to be a contentious issue.

Public Comment: Randy Looper mentioned that the Chamber has Crabfest coming up this weekend. The tickets are sold out.

The meeting adjourned at 5PM.