

MCTA Regular Meeting

September 12, 2018

Present: John Husband, Cindy Looper, Rebekah Greenwood, Tom Kleinschnitz, Larry Hoover, Tammie Thompson-Booker

Guests: Randy Looper, Sherry Sampson, Keisha Bickford, Mike Mathisen, Dan Davidson, Paul Knowles, Dave Pressgrove, Joe Bird, Frank Moe, Dave Pike, David Tan, Annette Norton

The meeting was called to order at 3:04PM

The minutes from June 13th were reviewed. ***A motion was made by Tammie Thompson-Booker and seconded by Larry Hoover to accept the minutes as corrected. The motion passed.***

Paul Knowles and Sherry Sampson gave an update about the upcoming mill levy for the museum and libraries. 2.8 mils meaning \$42.05 in additional property taxes for a \$200,000 house. There is no sunset clause on this initiative.

Dinosaur 100 and Yampa Valley Trail - Dinosaur 100 has been working with the BLM to remap the trail. They are planning to run ultra races (over 50 miles) – 101 mile bike race in July, 2019 and then foot racers later. They have a permit for 100 racers. This will include adaptive racers for non-traditional racers. They will be having snowshoe races to test the registration and race technology. They cannot advertise until they have the final permit from the BLM. They can advertise the Yampa Valley Trail and are doing that for thru hikers to practice for longer hiking treks.

Event reports

MC Balloon festival – Decided to make the emphasis on the balloons and daytime activities, not on the band.

Bear River Young Life Car Show – Dave Pressgrove gave an update.

Whittle the Wood – Bringing in a bigger band brought in more people.

Marketing committee

Recommend doing a 12 month digital marketing program with the

A motion was made to spend \$6,750 with the Craig Daily Press for a 12 month digital marketing program. The motion was made by Tammie Thompson-Booker, seconded by Rebekah Greenwood. The motion passed.*

This is something that we can adjust as the year goes along. We can also increase money to the program if we see some success.

2018 Moffat County Treasures – comes out in November 2018. \$895 for the back cover.

A motion was made to advertise in the 2018 Moffat County Treasures for \$895 for the back cover by Tammie Thompson-Booker. The motion was seconded by Cindy Looper. The motion passed.

Craft 101 – Agendas are out

Chamber will help advertise

Things to do in Craig – will advertise the Craft 101 with a link to register

Constant Contact Evite with links to the registration page

The confusing part is that people can come to as many or few as they can or want to. The main ones that we want to emphasize are numbers 2, 3 & 4. We want to keep each listed individually for content emphasis.

Financial report will be emailed out.

Lodging tax report is not out yet.

Trade show – we need to get serious about working on that. Next committee meeting. Recommendation from an attendee (Heidi) from years past – Heritage, Dinosaurs and Wild Horses. Package give away (\$400- \$700 value). Should have something to bring in the kids. Cindy and Tammie will work on vest ideas. We should map out the space on the floor at the office to test sizes.

