

# **MCTA Board Meeting**

## **September 11, 2019**

**Present: Shannon Moore, Rebekah Greenwood, Cindy Looper, Donald Broom, Tammie Thompson-Booker**

**Guests: Jane Hume, Ken Wergin**

**The meeting started at 3:07PM**

**Conflict of interest: Shannon Moore regarding the proposals by the Craig Press**

**We observed a moment of silence in memorial of September 11<sup>th</sup>**

**No public comment**

### **Projects Committee**

**Fall/Winter video is having trouble lining up time to film. Shooting for end of September to do some filming. (Last Tuesday and Wednesday of September) Need some “models”**

**Yampa Geo map –**

- Pam Lovett with BLM send Yampa Valley Trail file over to Josh today.**
- Bromide Charcoal Kilns will stay listed per the Museum of NWCO**
- Jarvie Ranch**
- Arrow to Flaming Gorge**
- Uintah County Rd 15 from Harper’s Corner**
- Black Mountain – California Park loop roads**

**Ads \$350 - \$700 - \$1000**

**Bromide Charcoal Kilns**

**- Museum of NW Colorado – had appraisal, it will cost \$350,000 to stabilize and make site visitor ready. They are looking for grants.**

**- We will need to wait on signage until the museum feels the site is ready.**

**Review Committee meeting minutes from September**

**Review August regular Board meeting minutes**

**\*\*A motion was made by Rebekah Greenwood to approve the Board Meeting minutes from August 14. Tammie Thompson-Booker seconded the motion. The motion passed.\*\***

### **Review Financials**

**The Robly bills have been posted under postage. The suggestion was made that it is more appropriate to be under Marketing.**

**Ram Designs is working on changing the surface image of our website to update and streamline it.**

**- A suggestion was made to change the headline picture with each event since we are directing people to our website**

**\*\*A motion was made by Tammie Thompson-Booker to move funding from advertising or Projects & Development in the amount of \$1000. Seconded by Cindy Looper. The motion passed.\*\*\***

### **Marketing Committee**

#### **- Digital Marketing**

**The strategy is to target Colorado Residents, adults interested in outdoor recreation and travel, with an income level \$60,000 – \$150,000. Virtual fences would be put around larger hotels to try and see who actually comes to town that has been targeted. The target can be adjusted any time to change key words, target market based on success. The digital marketing program is very flexible.**

**\*\*\*A motion was made by Cindy Looper to approve \$6,750 to the Colorado Mountain News Media for a year of Digital Marketing program. Seconded by Rebekah Greenwood. The motion passed 2-1 with one abstention.\*\*\***

**- We would like to make sure that everyone knows what the target market and key words for the whole board. Tom will send out reports as we get them.**

**- CRAFT 201 might have suggestions on how we use this digital marketing.**

**The discussion was held about approving \$1,000 to be part of the Great West Region for co-op marketing. Nancy Kramer is offering to take the lead. To match the \$15,000 that is from the state, the Great West Region needs to match \$3750. Tom would like the direction of the board to make the final decision if the marketing plan is workable for our area.**

**\*\*\*A motion was made to approve up to \$1,000 for the co-op marketing for the Great West Region contingent upon board approval for the project. Rebekah Greenwood seconded the motion. The motion passed.\*\*\***

**Tourism week will be May 2<sup>nd</sup> – 10<sup>th</sup>, 2020**

**- Sombrero Horse Drive is on May 10<sup>th</sup>**

**- The Maybell bike ride is scheduled on May 2<sup>nd</sup>**

### **Calendar review**

**- Club 20 fall meetings September 20 – 21**

**- Week two summer meeting will be in Craig (July 23- 24<sup>th</sup>?)**

**A social event planned downtown? Food Trucks? Business stay open late?**

**-Governor's Tourism Conference – Sept 29 – October 1- Denver**

**-TIAC legislative reception January 27, 2020.**

### **Director's Report**

**CRAFT 201 mentor is Amy Cassidy – Tom will have a conference call with her on Tuesday, Sept 17**

**FAM Tour will be coming from Fort Collins Welcome Center, Sept 28<sup>th</sup>.**

**We need to make sure we are keeping a professional front in any social media posts. Check spelling, content and tag the other group's pages that we are promoting.**

**Tom is working with Uintah Visitor Director to work together on things that we can both benefit from.**

#### **Future budgeting**

**- remember that Tom stays with family on many occasions that saves MCTA a lot of money. We may need to keep this in mind for future (\$150-200 per night for lodging & \$40 per night for parking)**

**- Tom brought a lot of office supplies from his business that he donated, but the costs will go up as we need to purchase these on our own.**

**- Tom brought a sample hat with our tag line on it. He was wondering if that would be a good give away. The suggestion was made to purchase those from the Chamber.**

**The meeting was adjourned ON TIME!!!!**