

MCTA Board Meeting

August 14, 2019

Present: Shannon Moore, Larry Hoover, Rebekah Greenwood, John Husband, Cindy Looper, Tammie Thompson-Booker – by phone

Guests: Randy Looper

The meeting started at 3:00PM

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

******A motion was made by Larry Hoover to accept the minutes from the July 10th meeting. The motion was seconded by John Husband. The motion passed.******

*****A motion was made to approve the proposed 2020 Budget at \$159,971.53 by Cindy Looper. John Husband seconded the motion. The motion passed.*****

Marketing Committee

Digital Marketing - \$6,750 for October 2019 – Sept 2020

- Tammie would like to see strategies regarding this marketing opportunity**
- Maybe Sheli Steele could come to the next committee meeting to give us more information and discuss it again in September.**

****Tabled until September****

2019 Moffat County Treasures - \$940

No motion was made and the decision is to not advertise in this product this year.

Project Committee

Fall/Winter Video Vendor

- Discussion was held about the pros and cons of the two offers.**

*****A motion was made by Larry Hoover to approve up to \$5,000 to Saheb Creations to produce the 3- 60 second videos and one 1-2 minute overview video in his proposal. Cindy Looper seconded the motion. The motion passed.*****

Denver Adventure Travel Show

- \$2,200 to partner with Tour Colorado

- \$3.895 for a stand-alone booth

*****A motion was made by Tammie Thompson-Booker to partner with Tour Colorado for a booth for \$2,200. Rebekah Greenwood seconded the motion. The motion passed.*****

*****A motion was made by Larry Hoover to pay for the Denver Adventure Show out of the 2019 Project Committee funds. Tammie Thompson-Booker seconded the motion. The motion passed.*****

*****A motion was made by Cindy Looper to spend up to \$5,000 to reprint the Yampa Geo Map. John Husband seconded the motion. The motion passed.*****

*****A motion was made by Tammie Thompson-Booker to make a resolution to align ourselves with CTO's Leave No Trace initiative. Rebekah Greenwood seconded the motion. The motion passed.*****

The TMA3 comment period has been extended until next week. The County Land Use Board did submit detailed comments. John Husband and Rebekah Greenwood will work on comments and get that to Tom early next week to send out to the board for approval. The idea is to make our comments based on how it would affect tourism in our area.

Public Comment

Randy Looper had comments from the Chamber. The LMD and the Chamber Board have both struggled with the fact that the City and County both have been talking about little projects to improve the area.

Jennifer Holloway has come up with several big ideas to promote, starting with the Chamber Board.

- 1. Change Dinosaur National Monument to Dinosaur National Park**
- 2. Build a Dinosaur museum in Craig**
- 3. Make Hwy 40 two-way through Craig**
- 4. Build Student Housing at CNCC**
- 5. Improve public transportation between Craig and Steamboat Springs**

The meeting was adjourned at 3:50PM