

# **MCTA Board Meeting**

## **October 9, 2019**

**Present: Shannon Moore, Rebekah Greenwood, John Husband, Cindy Looper, Derek Cleverly, Tom Kleinschnitz**

**Tammie Thompson-Booker arrived at 3:11**

**Guests: Roy Tipton**

**The meeting started at 3:01PM**

**Conflict of Interest**

**No public comment**

**\*\*\*A motion was made by Rebekah Greenwood, seconded by Derek Cleverly to approve the September meeting minutes. The motion passed.\*\*\***

**Reviewed financials – no major changes**

**Roy Tipton made a presentation about the Electric Vehicle Charging Station proposed at the Dinosaur Welcome Center. The County needs a match of \$20,000 that they will request from LMD. 6x increase expected in electric vehicles in the next few years. These are rapid chargers that will bring a vehicle up to 80% charged in 15 minutes.**

**Marketing Committee**

- National Parks Media**

- Renewal of Yellowstone and Colorado Magazines**

- \$12,790 for both publications**

**\*\*\*A motion was made by Cindy Looper, seconded by Rebekah Greenwood to approve \$12,790 for National Parks Media. The motion passed. (4:1)\*\*\***

**- Miles Media - \$3,500 to renew community description for 2020**

**\*\*\*A motion was made by Cindy Looper, seconded by Rebekah Greenwood to approve \$3,500 for Miles Media to renew the Community Description for 2020. The motion passed.\*\*\***

**- GO-Colorado.com \$2,500 for renewal 2020**

**Running about \$1 per lead for 2019 – specific to Moffat County**

**Can now set up a standard reply for immediate response in 2020**

**Still would send personalized contact when the list comes in on Monday morning.**

**\*\*\*A motion was made by Derek Cleverly, seconded by John Husband. The motion passed. (4:1)\*\*\***

**Committee Process - do we continue as currently done**

**- No decisions made, but things can be determined to not forward to full Board**

**- Objection to the “consensus” terminology, Tom just needs to know if the proposal should be on the agenda for the full Board.**

**Can we have other people show up and serve on the committees?**

**Potential members for marketing committee: - Melody Villard, Paul Knowles, Jeremy Browning, Dan Seely, FBLA member,**

**Potential members for Strategic Planning or Projects – BLM, DNM, Dinosaur representative, Maybell Park Board,**

**Calendar review**

**Director’s Report**

**The Great West meeting was held this week. Initial project will be to put together an itinerary for Coloroadtrips.**

**A group needs to be organized to just deal with The Great West to decide on what to work on as a region. Paul Knowles was identified as a 2<sup>nd</sup>**

**representative from Moffat County to go along the lines of Authentic Culture Seekers.**

**Participated in a Yampa Building tour with the Chamber and others about possibilities**

**Attended Governor's Tourism Conference**

**- Good conference, lots of innovation**

**Attended River Runner's Museum in Utah**

**Took MCTA display to Club 20 – good response**

**Went to Jackson County to discuss our participation in CRAFT 101**

**CRAFT 201 interviews are October 21 & 22**

**Tom will attend Land Use Board, Wayfinding signage meeting, The Great West, LMD.**

**Public Comment –**

**John Husband said that he appreciates the job Tom is doing as a Moffat County advocate**

**Next Board meeting is November 13<sup>th</sup>.**

**The meeting was adjourned at 4:38PM**