

# MCTA Board Meeting

## January 9, 2019

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

Guests: Amy Updike, Brian MacKenzie, Dan Seeley, Ken Wergen, Robert Essex, Randy Looper

The meeting was called to order at 3:01PM

Financial report was reviewed from 1/1/19. The suggestion was made to bring the breakdown to the full board meeting in case board members were not able to attend the committee meeting.

\*\*\*Tammie Thompson-Booker made a motion to accept the December meeting minutes. Derek Cleverly seconded the motion. The motion passed.\*\*\*

### Denver Adventure Travel show - February 23<sup>rd</sup> and 24<sup>th</sup>

Three people for am shift and three people for pm shift.

Tom, Tammie and Cindy will set up on Friday afternoon

Tom Tammie and Cindy will work from 8AM - Noon on Saturday

Rebekah, Shannon and Larry will work from Noon - 5PM on Saturday

Rebekah, Shannon and Larry will work from 8AM - Noon on Sunday

Tom, Tammie and Cindy will work from Noon - take down on Sunday

\*\*A motion was made by Rebekah Greenwood to approve up to \$1,000 to reimburse board members for lodging and parking during the Denver Adventure Travel Show. The motion was seconded by John Husband. The motion passed.\*\*

Drawing - Basket - Donations from Red Coyote, Candlewood Inn & Suites. Tom will check with Good Vibes, and a restaurant.

Tammie will check with restaurants for breakfast and dinner.

### Grand Junction Outdoor Expo – February 9th & 10th

Tom will be there and plan to work the show. Cindy volunteered to help, Larry may show up for one of the days, John also will be available to help.

Lodging sheet for distribution – list everyone and give the lodgers a chance to offer a discount rate.

A basket also for this one – possibly a balloon ride?

### Yampa Valley Trail Video Funding request for \$500

- Discussion determined that the request is premature until the trail has been authorized and permitted with both private and public owners.

### Chamber Visitor Center Initiative

The Chamber is looking at approaching the LMD for help to purchase the old Abbey Carpet building. The building inside is wide open. The plan would be to tear down the old building and put up a sign. The goal would be to have space together with the EDP, Chamber and MCTA offices together. The Chamber building would remain for offices and board room, visitor services – wifi and computer. If MCTA were to come into the building, the Director would have his/her own office in the visitor center area.

\*\*A motion was made by John Husband for MCTA to go on record as being interested in pursuing the feasibility of a visitor center at the former Abbey Carpet location in cooperation with the Chamber. Tammie Thompson-Booker seconded the motion. The motion passed.\*\*

### 2019 Dues discussion

Downtown Business Association - \$25 or \$260 (to include events advertising)

Craig Chamber \$300

TIAC \$250

\*\*A motion was made by Cindy Looper to approve the 2019 Chamber dues for \$300 and TIAC for \$250. Tammie Thompson-Booker seconded the motion. The motion passed.\*\*

\*\*A motion was made by John Husband to join the DBA at the \$260 level including advertising for each DBA event. The motion died for lack of a second.\*\*

\*\*A motion was made by Tammie Thompson-Booker to join the DBA at the \$25 level and address the individual advertising opportunities as they come up. Cindy Looper seconded the motion. The motion passed.\*\*

### Director's Report

Google Analytics is not currently working on our website. RAM Designs is not responsive at this point. We could discuss this at the marketing committee meeting. We may need to change hosts for our website.

Experience Colorado's Great Northwest – May 4<sup>th</sup> – 11<sup>th</sup>, 2019 – is awkward when being used. Possibly add Summer Kick-off to explain the one week timeframe.

Go Colorado requests are coming in more that we may have anticipated. It may require increasing the funding for postage in the future. Currently our brochure is at the 2oz rate and if included in an envelope with our county map it is at the 3oz rate.

Tom will get the \$10,000 request for CRAFT 101 funding in before the deadline.

Wayfinding signage is underway with a group working on it. The decision was made to not go through the University because it would delay us getting signs in the ground. The City has committed to going forward with this signage idea. CDOT will be an important partner in this going forward.

### MCTA Officer Elections for 2019

\*\*A motion was made to retain our board officers for 2019. The officers for 2019 are: Shannon Moore – Chairman, John Husband – Co-Chairman, Rebekah

Greenwood – Treasurer, Cindy Looper – Secretary. Derek Cleverly seconded the motion. The motion passed.\*\*

Tom requested that we identify the Committee Chairs for 2019. The discussion was made to have the Committee Chair prepare their own agendas and run the meeting, not to have two Board meetings each month.

- John Husband is willing to continue to chair the strategic planning committee

- Larry Hoover is willing to continue to chair the project committee.

- Rebekah Greenwood will chair the marketing committee

### Public Comments

Ken Wergen commented that Tom is respected within the community and presents well at other committee meetings. He recommends coordinating with other groups.

Google Analytics is not currently hooked up to our website

Lodging page sheet suggested a promo code to link people that were sent to them from the Travel Show

Clay Thorpe is the new Government reporter from the Craig Press.

The meeting was adjourned at 4:45PM