

MCTA Board Meeting

April 10, 2019

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

Absent: Larry Hoover, Derek Cleverly

Guests: Joe Bird, Alice Long, Donald Broom, Randy Looper

The meeting was called to order at 3:01PM

The financial report was reviewed

Rebekah Greenwood moved to approve the Special Meeting minutes. Tammie seconded the motion. The motion passed.

Tammie moved to approve the April 3rd Committee Meeting minutes with a correction. Rebekah Greenwood seconded. The correction needs to identify that the agency that prefers the "B" alternative, not the MCTA Board. The motion passed.

Public Comment - none

Marketing Committee -

Miles Media 2020 advertising was discussed. The recommendation was to renew funding for the CTO ad and the Dinosaur video, but to wait on the Community article renewal until we see what results we see before committing to renewing that.

A motion was made by Tammie Thompson-Booker for advertising in the Official State Vacation Guide, business listing, event listings and the video in the Dinosaur Welcome Center for a total of 11,887.00. The motion was seconded by Rebekah Greenwood. The motion passed.

Projects Committee

County Road sign project proposal for up to \$2,500 to include 16 new County Road indicator signs on Hwy 13 North and South and 10 boat ramp and 10 camping indicator signs on existing posts on Hwy 318.

A motion was made by Rebekah Greenwood to approve up to \$2,500 for county road sign project. The motion was seconded by Tammie Thompson-Booker. The motion passed.

Discussion was held about establishing procedures to prioritize requests to MCTA Director for direct action.

Discussion was held about anyone asking for the MCTA Director to make presentations outside of his job description or on behalf of other organizations need to come before the MCTA Board for approval prior to any presentation.

The suggestion was made to develop some resolutions regarding direction for the MCTA Director.

The decision was made to create some statements of policy regarding requests for action from the MCTA Director, schedule assignments, policy limits for bids and any other direction that the MCTA Board feels would be beneficial coming forward.

The Job Description for the MCTA Director from the County was reviewed. Change the first line under essential Job Functions to say, "Markets Moffat County to promote tourism and stimulate tourism related economic development,...."

Remove the EDP designation in the third paragraph. Rephrase the first line to say " ...including but not limited to the Chamber of Commerce, County Commission, Moffat County Local Marketing District (LMD) and City of Craig within Moffat County."

A motion was made by Tammie Thompson-Booker with the changes recommended in the first and third paragraphs under Essential Job Functions. The motion was seconded by Cindy Looper. The motion passed.

Director's report

Tom gave an update on issues that have come up at meetings that he has attended in the past month.

Quarterly County newsletter – Tom would like to have input in every newsletter.

Safety Sensitive Employee designation – require drug testing. This is a new procedure being discussed at the County level.

Wayfinding committee is progressing with requesting AGNC funds for county wayfinding signs. (Generally meet on Mondays at 1:30 at CNB boardroom)

Tom has a UK FAM trip to DNM on April 12th.

Coal Team being put together by the Chamber to work on education in Denver in early May. The board decided that Tom would not have time with another CTO Regional input meeting on May 1st and Tourism Week beginning May 4th.

Tourism week coverage –

Needs help setting up double pop-up.

Alice Pleasant Park - May 4th – Chamber can use it for their booth

Maybell Park on May 5th

Use it in Vernal to promote JWP – summer events – May 11th

Signature Event coverage

GOWD- Tammie T-B

We need people to commit to putting up the display and attending to hand out information at our signature events.

MC Balloon Festival

Friends of the Yampa Trip – May 24-27 – Tom and Commissioner Cook have been invited. (Invitation only trip) Awareness educational trip

Echo Park Event – June 17-18

- we need to plan ahead – meals – everyone take a turn providing food.

Public Comment

Randy Looper appreciated the MCTA involvement in the State of Community event and Candlewood Inn & Suites as Business of the Year.

The meeting was adjourned at 5:01pm