

Visit Moffat County / Moffat County Tourism Association Regular Meeting Agenda

MOFFAT COUNTY COURTHOUSE 1198 W VICTORY WAY Craig Colorado 81625 3:00 PM – 4:29 PM

Please note that the Board may discuss any topic relevant to MCTA business, whether or not the topic has been specifically noted on this agenda.

Wednesday, April 10th, 2024 [Zoom Participation available- see page 2 of this agenda]

3:00 PM Introductions & Conflict of Interest Disclosures / Maegan Veenstra – Vice Chairman

Approve Regular Meeting minutes from March Board Meeting

Public Comment #1

(30 minutes) Destination Stewardship – Follow-up from CTO* – Derek Schimmel

- This session is open to the public, respectful input encouraged

Review Expenses to Date – Brittany Jennings/ Treasurer

- Board Members report any expenses

Marketing Committee

- Identity Sign Project Update
- Tourism Days Poster Update
- Connor Hall film project MAY 3-4-5
- Colt45 Video Production Update

Projects Committee

- Hwy sign preparation update (3) Iles Grove/ Fortification/ Moffat-Routt County Line
- August 20-23, 2024 Lodore trip update

Ride the Rockies in Moffat County June 10 (Craig) & June 14 (DNM+) - Update

Datafy Report from the Colorado Tourism Office – Review

Public Comment #2

Visit Moffat County / MCTA Meeting Adjournment: 4:39 PM

- * CTO = Colorado Tourism Office

Next Visit Moffat County / MCTA Regular Board Meeting: May 8th, 2024

ZOOM participation:

Join Zoom Meeting

<https://us02web.zoom.us/j/89163910966?pwd=VjF2SW9obmRHWFVyc2d2Q05qWmtVdz09>

MCTA Board Packet 4/10/2024

Meeting ID: 891 6391 0966 Passcode: 157392

BY PHONE: +1 719 359 4580 US

Featured Presentation:

Derek Schimmel <derek.schimmel@colorado.com>
Stewardship Roadshow – Follow-up

Derek Schimmel

Providing Contractual Services for:



MCTA Regular Board Meeting March 20, 2024

Present: Tom Kleinschnitz, Brittany Jennings, Nicky Mowdy, Nan Rosebaum, John Ilko, Maegan Veenstra, Shannon Moore and Cindy Looper via zoom,

Guests: Randy Looper, Larry Hoover

Meeting was called to order at 3:00PM by Vice-Chair Maegan Veenstra.

No conflicts of interest

Meeting minutes December 2023, January and February 2023

*** A motion was made by Maegan Veenstra to approve the meeting minutes for December, January and February as corrected. Seconded by Brittany. (Nikki was not in attendance at the February meeting). The motion passed. ***

Public comment #1

City update by Randy Looper – Woodbury development is still under consideration and will be discussed at the April meeting. Housing at the old hospital site is still on schedule. Grant was received for the industrial park. Permission has been received to run a pipe under the Yampa River to the other side for future development. Yampa Valley study on rail is having a meeting tonight, Available on zoom (5:30 – 7:30pm).

Did MCTA form a committee for YVRA visitor site? – Not yet.

Larry Hoover – gave input on the 3-sign project on the agenda. No sign on the Utah state line.

Budget

Under contingency – state match that we needed to return was not able to be put under last year's budget – so it has been deducted from this year. Five thousand dollar donation is not shown on the budget as the Commissioners only make adjustments once each quarter. No Board member expenses were reported.

Marketing Committee

Under \$8000 left for the remainder of the year.

No current recommendations to be considered today.

- Tourism Days

– Connor Hall – State Outdoor Recreation head – coming with a film crew for 3 days during tourism days for production on PBS. We can use the footage for other things. He wants to be actively involved in various opportunities, on a horse, raft, bike, atv, etc. The only cost to MCTA is for rooms.

Tom recommends not putting up a booth in Maybell so that he can devote his time to helping the film crew and their activities. The Board agreed.

Great American Horse Drive – May 5, 2024

Video Production - \$4000 estimate – Colt 45 Productions

- Presentation was held at the February meeting.

*** A motion was made by Brittany Jennings to approve up to \$4000 for video production by Colt 45 Productions. Shannon Moore seconded the motion. The motion passed. ***

Projects

Signs for entry into the county

- Expensive process but it will make them last for many years without yearly maintenance. The bid is for a high-end sealer (like a Rhino Lining).
- When the information is printed on the Plexiglass type of material it lasts longer than stick on sheets for information.
- This project would use up most of the Projects Budget for the year.
- Question was – can we do one to see how it works? Can we look at other signs that this company has already done?
- LMD might be a funding source for this project.

*** A motion was made by Shannon Moore to approve \$1500 for sign production from the marketing budget. The motion was seconded by Brittany Jennings. The motion passed.

*** A motion was made by Shannon Moore to approve \$6,889.65 for the preparation of the sign base in the three locations. The motion was seconded by Nikki Mowdy. The motion passed. ***

Ride the Rockies

- There is a zoom meeting tonight – informational
- A lot of the route is going to be in Moffat County
- No recommendations were made for any specific participation by MCTA

NCOC

- March 25th – zoom meeting at 2PM
- No longer under the Craig Chamber

Public Comment #2

Larry Hoover commented on the sign proposal. He thought the labor costs were exorbitant. Meeting was adjourned at 4:02PM

Year to Date Budget Report

Printed 4/8/2024

Moffat County ~CO 5208~



YEAR-TO-DATE BUDGET REPORT

FOR 2024 12

	ORIGINAL APPROP	REVISED BUDGET	YTD EXPENDED	MTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
019 MO CO TOURISM ASSOC							
50020 FULL TIME WAGES	54,000	54,000	13,499.98	.00	.00	40,500.02	25.0%
50060 FRINGE BENEFITS	28,000	28,000	6,381.18	.00	.00	21,618.82	22.8%
50080 RETIREMENT	3,240	3,240	810.03	.00	.00	2,429.97	25.0%
51025 WEB PAGE MAINTENANCE	3,000	3,000	.00	.00	.00	3,000.00	.0%
52034 RENT	6,000	6,000	6,000.00	.00	.00	.00	100.0%
53002 ADVERTISING/LEGAL NOTICES	61,250	61,250	48,145.00	.00	.00	13,105.00	78.6%
53009 DUES & MEETINGS	2,000	2,000	550.00	.00	.00	1,450.00	27.5%
53042 TELEPHONE	2,000	2,000	203.25	.00	-51.85	1,848.60	7.6%
53046 TRAVEL	3,000	3,000	824.63	.00	.00	2,175.37	27.5%
54006 BOARD EXPENSE	250	250	36.25	.00	.00	213.75	14.5%
54013 CONTINGENCY	5,000	5,000	2,000.00	.00	.00	3,000.00	40.0%
54042 OFFICE SUPPLIES	3,000	3,000	665.80	.00	.00	2,334.20	22.2%
54049 POSTAGE	15,000	15,000	2,852.60	.00	.00	12,147.40	19.0%
54051 PROJECTS & DEVELOPMENT	5,000	10,000	6,750.00	.00	.00	3,250.00	67.5%
54052 PROMOTIONAL MATERIAL	6,000	6,000	1,298.68	.00	.00	4,701.32	21.6%
TOTAL MO CO TOURISM ASSOC	196,740	201,740	90,017.40	.00	-51.85	111,774.45	44.6%
GRAND TOTAL	196,740	201,740	90,017.40	.00	-51.85	111,774.45	44.6%

** END OF REPORT - Generated by Thomas Kleinschnitz **

Advertising 2024	Allocated
CTO OSVG Print (1/2-page ad)	\$ 8,000.00
CTO 'Colorado.com' Listing	\$ 510.00
OUTSIDE Colorado & Yellowstone Programs	\$ 14,790.00
Colorado Vacation Directory (Boulder)	\$ 555.00
Colorado Tourism Office / Miles Media LEADS PROGRAM (Includes last quarter of 2023)	\$ 5,950.00
Herrmann Global	\$ 14,450.00
GO TRAVEL SITES- 'Go-Colorado.com'	\$ 3,500.00
TOTAL	\$47,755.00

Public Relations / Associations 2024	Allocated
Press Releases	\$ -0-
Tour Colorado	\$ 450.00
Grand Circle Association	\$ 450.00
Media Visits	
TOTAL	\$900.00

Direct Outreach 2024	Allocated
Travel Shows	\$ -0-
E-Newsletters (Robly) –	\$ 1,100.00
Maybell Heritage Days / Tourism Days	\$ 1,600.00
Hwy 13 (2) & Hwy 40 Signs	\$ 1,500.00
Video Production	\$ 4,000.00
Social Media 2024	
Facebook Instagram You Tube Twitter	\$ 2,000.00
TOTAL	\$10,200.00
Board Approved: TOTAL ALLOCATED TO DATE	\$58,855.00
Pending Full Board Approval	\$ -0-
\$58,855.00 + \$-0- = \$58,855.00	
\$61,250.00 (total budget) - \$58,855.00 = <u>\$2,395.00</u>	
BALANCE	<u>\$2,395.00</u>





Maybell Cabins



Juniper Hot Springs