

MISSION STATEMENT

The Moffat County Tourism Association enhances and markets tourism in an effort to enrich the lives of the visitors and the residents of Moffat County.

Visit Moffat County / Moffat County Tourism Association Regular Board Meeting Agenda

775 Yampa Avenue (Craig Chamber Board Room) Craig Colorado 81625 3:00 PM – 4:59 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. ZOOM option on page 2.

Wednesday, September 11th, 2024



Introductions and Conflict of Interest declarations – John Husband / Chairman

Approve August (last meeting) Board meeting minutes

Public Comment Period #1

Financial Report – Britany Jennings / Treasurer

- YTD Budget report
- MCTA Fund Balance as of August 31st, 2024
- Board members report any expenses*
- Treasurer's Work plan for the next several months

2025 Colorado Tourism Office – Miles Media Marketing Proposal \$13,100.00 for approval (2025 Advertising)

- ½ page ad in OSVG + 12 months – Welcome lead program
- [Advertising Budget for 2025 = \$43,074.00]
- [2025 allocated to date: *Outside* \$14,790.00 + CTO Grant Match \$3,750.00 = \$18,540.00]
- [>>>\$18,540.00 + \$13,100.00 = \$31,640.00]

HDN Airport Display – Proposed joint work project with LMD & Craig Chamber

LMD – Meetings 9/12/2024 1) 11:00 AM ~Yampa Building 2) Board Meeting 4:00 PM ~ MC Courthouse

CTO Creative Asset Production Shoot – Spring 2025 / DNM Harpers Corner

- Echo Park Camp offer- potential "Projects" category expense

2024 Lodore River trip Report – Chairman Husband & Vice Chairman Veenstra

- Project Committee recommendation for 2025 – Allocate \$3K (2025 Projects Category)
- [2025 Projects budget = \$5K]

Northwest Colorado Outdoor Coalition [NCOC] update

MCTA Vacant Board seat / 2025 Board

- Husband & Mowdy expire January 2025

Colorado Tourism Office – Welcome Center Program

Questions for Director Kleinschnitz

Public Comment #2

Adjourn – 4:59 PM

Next Visit Moffat County / MCTA Regular Board Meeting: October 9th, 2024 ~ 3:00 PM



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Zoom Option Topic: SEPT MCTA BOARD MEETING

Time: Sep 11, 2024 03:00 PM Mountain Time (US and Canada)

<https://us02web.zoom.us/j/88649320222?pwd=uy8jgsWL1NWhS9aDkff3mitzxMXa47.1>

Meeting ID: 886 4932 0222 Passcode: 206560

PHONE: • +1 719 359 4580 US

- This is an open zoom opportunity
- No waiting room / join anytime
- Participation for non-Board members limited to Public Comment periods, two opportunities are offered during this meeting



September 11th, 2001

23 years ago



JW Snacks ~ 210 E Victory Way

New Display

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