

## 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, 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 expressly pointed out on this agenda. ZOOM option on page 2.**

**Wednesday, May 14<sup>th</sup>, 2025**

**Introductions and Conflict of Interest declarations – Maegan Veenstra / Chairman**

**Approve the February (last meeting) Board meeting minutes.**

**Public Comment Period #1**

### **Financial Report**

- YTD Budget report
- MCTA Fund Balance March 31, 2025: \$188,850.99 [Balance Dec 31, 2024: \$219,960.05]
- Set Time & Date for 2026 Budget Recommendations for the County Commissioners
  - Yampa Building Office Lease – initial discussion
- Board members report any expenses

**Review 2025 Leads – 2025 Marketing Budget / Expenses Year to Date – Shannon Moore**

- Consider adding 2-ounce 2025 direct mailings to: AZ NM NE OK KS TX
- Social Media Boosting – Consider a \$2K budget for 2025
- County Map Expense – Authorize up to \$4.8K – or- consider advertising map proposal
  - County Map formats: Flat tablet vs. folded

**Debrief *The Wild Horse Refuge* FAM April 9<sup>th</sup>, 2025 – Full Board**

**Lodging Tax and HB1247 – Full Board Discussion**

**Request for County Entrance Signs from County Road and Bridge – Tom Kleinschnitz**

**Yampa June (2) 3-6 River Trip – Updates – Chairman Veenstra**

- Consider funding additional expenses up to \$2K

**2026 – Moffat County 115<sup>th</sup> anniversary celebration [In coordination with the Colorado 150 / USA 250]**

- 2026 Logo recommendations
- Identify Moffat County locations for the Colorado Tourism Office Digital Passport [Statewide limit 300]

**Mountain Rail / RTA update**

**Moffat County Events Center - Update**



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### Director Kleinschnitz Report

- Tour Colorado – Grand Lake Meeting
- Brochures / Courthouse & HDN
- LMD Renewal
- Harpers Corner Film Shoot May 15<sup>th</sup>
- KRAI Radio – Public Service broadcast time / *VisitMoffatCounty.com* posting

### Comments / Updates ~ All Board Members

### Comments / Report ~ Commissioner Broom

### Comments / Report ~ Councilman Looper

Next scheduled Board meeting: June 11<sup>th</sup>, 2025

- Calendar Review – remainder of 2025

### Public Comment #2

### Closing Comments & Adjournment – Chairman Veenstra

**Zoom Option:** Time: May 14, 2025, 03:00 PM Mountain Time (US and Canada)

Join Zoom Meeting:

<https://us02web.zoom.us/j/85073453801?pwd=loLN2iNxa3QwQEC1YseqB3Ma4wwHzh.1>

Meeting ID: 850 7345 3801 Passcode: 754896 Join by Phone: • +1 719 359 4580 US

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



**THE WILD HORSE REFUGE FAM April 9<sup>th</sup>, 2025**

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