

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 (NEW BOARD ROOM) 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 at the end of this agenda.

Wednesday, August 13th, 2025

Introductions and Conflict of Interest declarations – Maegan Veenstra / Chairman

Approve June (Last Meeting) Board meeting minutes.

Public Comment Period #1

Financial Report ~ Visit Moffat County Treasurer Brittany Jennings

- YTD Budget report
- MCTA Fund Balance / 2nd Quarter Lodging Tax Revenue
- Board members report any expenses

2025 Colorado Outdoor Industry Leadership Conference (Estes Park) – Meagan Veenstra ~ Update

- **Colorado Outdoor Industry Office** – Division of OEDIT

2025 Governors Tourism Conference – Colorado Springs, October 22-24 – Tom Kleinschnitz ~ Update

- Registration Open

3rd Quarter Mountain Rail Coalition Meeting – Craig, Colorado, October 16th, 2025 – Board Discussion

2026 Office Lease (2026 Budget set at \$7,200)

- Lease and MOU proposal from Craig Chamber – Jennifer Holloway Presenting
- Lease Proposal from the Bank of Colorado – Review
- Long-term office space discussion – Full Board
- Commit to an office lease decision for 2026 – Board resolution with expense commitment

COLORADO 150 AMERICA 250

- <https://www.historycolorado.org/colorado-150>
- Community Tool Kit
- Event Listing
- 2026 Drone Show at the Moffat County Fair
- Visit Moffat County initiatives?

Marketing 2026

- **Colorado Tourism Office Opportunities**
- Official State Vacation Guide / State Map ad placement
- Welcome Leads
- **OUTSIDE Interactive Inc.**
- Colorado National Parks Program
- Yellowstone National Park Program



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- **Go Travel Sites**
 - Colorado, Utah & Wyoming Travel sites
- **Thirst Magazine Proposal**
- **Steamboat Magazine**
- **2026 Events** - Board discussion regarding fund commitment level
- **Other 2026 suggestions**

Projects 2026 (2026 Budget set at \$5K)

- **NPS-Visit Moffat County administrative trip ~ Full Board discussion / 2025 Yampa trip outcomes**
- **August (17) 18-21, Lodore Canyon launch ~ Discussion & possible 2026 funding commitment**

Director Kleinschnitz Report

- **Moffat County Land Board / 2025 Land Use Plan Update**
- **Club 20 / Support for OREC / River Access issue**
- **Craig Economic Development Advisory Committee / Tourism Goals**
- **HDN Airport Display**
- **Wildfires & Lodging Tax**
- **Questions**

Comments / Updates ~ Individual Board Members

Comments / Updates ~ Commissioner Broom

Comments / Report ~ Councilman Looper

Next scheduled Board meeting: SEPT 10th, 2025 Review Meeting Calendar 2025: OCT 8, NOV 12, DEC 10

Public Comment #2

Closing Comments & Adjournment – Chairman Veenstra

Zoom Option:

VISIT MOFFAT COUNTY August Board Meeting

Time: Aug 13, 2025 03:00 PM Mountain Time (US and Canada)

Join Zoom Meeting:

<https://us02web.zoom.us/j/84878064518?pwd=trfraGylICyO68vzIC3enAcPMS0E62.1>

Meeting ID: 848 7806 4518 Passcode: 669720

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 are offered during this meeting.



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