

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 – 4:39 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, September 10th, 2025

Introductions and Conflict of Interest declarations – Maegan Veenstra / Chairman

Approve August (Last Meeting) Board meeting minutes.

Public Comment Period #1

Introduction- Sarah LaGorga / Craig Chamber of Commerce

Financial Report ~ Visit Moffat County Treasurer Brittany Jennings

- YTD Budget report
- MCTA Fund Balance
- 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

Letters of Support Criteria & Pickleball LMD Request from the City of Craig

2026 Office Lease & MOU at Yampa Building - Update

Fall Festival – Cooperating with Craig Chamber of Commerce / Signup for 2-hour booth coverage [SEPT 20]

COLORADO 150 AMERICA 250

- <https://www.historycolorado.org/colorado-150>
- Events & Tourism locations encouraged to participate

Marketing 2026

- **Hoot Board**
- **Digital Programs**
- **Authorize Application to LMD for 2026 digital advertising / Establish a dollar amount for 'ask'**

Projects 2026

- **NPS-Visit Moffat County administrative trip ~ Update for Lodore August (17) 18-21**



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Director Kleinschnitz Report

- Club 20
- CADMO [Colorado Association of Destination Marketing Organizations]
- HDN Airport Display
- 2024 Colorado Tourism Statistics
- CR 14 / Yampa Bench Road – Echo Park
- LMD Update
- New County Map
- KRAI Radio Interviews for 'VISIT MOFFAT COUNTY'
- Jury Duty
- Questions

Comments / Updates ~ Individual Board Members

Comments / Updates ~ Commissioner Broom

Comments / Report ~ Councilman Looper

Next scheduled Board meeting: OCT 10th, 2025 Review Meeting Colander 2025: NOV 12, DEC 10

Public Comment #2

Closing Comments & Adjournment – Chairman Veenstra

Zoom Option:

VISIT MOFFAT COUNTY September Board Meeting

Time: Sep 10, 2025 03:00 PM Mountain Time (US and Canada)

Join Zoom Meeting:

<https://us02web.zoom.us/j/89099113009?pwd=i2lwXje3JcknXggghp72rB2BafKhoH2.1>

Meeting ID: 890 9911 3009 Passcode: 579519

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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