

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

775 Yampa Avenue, Craig, Colorado 81625 (NEW BOARD ROOM) 3:00 PM – 4:49 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, November 12th, 2025

Introductions and Conflict of Interest declarations – Maegan Veenstra / Chairman

Approve September (Last Meeting) Board meeting minutes.

Public Comment Period #1

Financial Report ~ Visit Moffat County Treasurer Brittany Jennings

- YTD Budget report
- MCTA Fund Balance
- 2026 Yampa Building Lease Complete
- Board members report any expenses

Election Results as they relate to Tourism – Full Board Discussion

- Local Marketing District Failure
- Rural Transportation Authority Authorized
- Statewide review of lodging tax measures (detail provided by CADMO)

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

Northwest Colorado Outdoors (NWCO) update

- Review contact information and discuss the outdoor recreation survey

Artificial Intelligence – Full Board Discussion

- Visit Moffat County Website
- Discussion concerning AI platform use, including ChatGPT

COLORADO 150 AMERICA 250 Moffat County 115

- February 27th, 2026, at the Museum of Northwest Colorado
- Additional drone show request form – review

Marketing 2026

- Miles Media contract change
- Review the 2026 event postcard -Comment on 2-ounce mailing inserts
- Travel Taste & Tour Magazine
- OUTSIDE Days (Denver May 2026) Booth \$10K

Group Travel – Tour Colorado

- Motorcoach impact statistics
- Review Website: <https://www.tourcolorado.org>

Projects 2026

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

Club 20

- River Surface Committee
- March 4-5 Committee Meetings, Grand Junction



Colorado Association of Destination Marketing Organizations – Review Tourism Dashboard

Director Kleinschnitz Report

- Tourism Conference in Colorado Springs
- CADMO [Colorado Association of Destination Marketing Organizations]
- 3rd Quarter Mountain Rail Coalition (October – Craig)
- Craig River Park update
- Questions



Visit Moffat County Board seats – Review terms & January 2026 expiring seats for renewal

Comments / Updates ~ Individual Board Members

Comments / Updates ~ Commissioner Broom

Comments / Report ~ Councilman Looper

Next scheduled Board meetings: December 10th, 2025 January 14th, 2026

Public Comment #2

Closing Comments & Adjournment – Chairman Veenstra

ZOOM OPTION:

Time: Nov 12, 2025, 03:00 PM Mountain Time (US and Canada)

Join Zoom Meeting:

<https://us02web.zoom.us/j/88023062884?pwd=NDcp5JsVslcY3XO7zggbVowmy6VxUd.1>

Meeting ID: 880 2306 2884 Passcode: 161014

- 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.