

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 Zoom –ONLY- Meeting [details listed below]
Wednesday, January 13th, 2021 3:00 PM. – 4:36 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. Minutes will be recorded for these formal meetings.

THIS MEETING WILL BE HELD ON THE ZOOM PLATFORM ONLY

3:00 PM Introductions & Conflict of Interest Disclosures – Shannon Moore Chairman

Review minutes from January 6th Committee meetings
Review and Approve December Board of Directors Meeting
Review Expenses to Date

Public Comment #1

Marketing Committee

- Marketing 2021 Events – Discuss allocating funds for event specific advertising
- Establish a 2021 “Tourism Week”
- The Great West Region- report on status

Projects Committee

- \$5K Donation from Rocky Mountain Cannabis
 - Moffat County Entrance Signs & Interpretive signs
 - Review Welcome sign design drafts – finalize
 - Interpretive signs – “Browns Park” & Comments on “Bromide Kilns”
Dan Davidson Paul Knowles - join the discussion
- 2021 Lodore Canyon Trip – Dinosaur National Monument
 - August 18-20 Report on Workshop with County Commission
 - Review next steps

Strategic Planning

- February Officer Elections / 2021 Board

Director’s Report – Tom Kleinschnitz

Public Comment #2

Meeting Adjournment: Scheduled for 4:36 PM

Join Zoom Meeting - Time: Jan 13, 2021 03:00 PM Mountain Time (US and Canada)

<https://us02web.zoom.us/j/81537759047?pwd=Z3VmK2o2RWoyVDVTb0pveGZ6SWcvQT09>

Meeting ID: 815 3775 9047 Passcode: 063970

OR BY PHONE: Dial by your location (Dial one number) +1 346 248 7799 US (Houston)
+1 669 900 6833 US (San Jose) +1 253 215 8782 US (Tacoma) +1 312 626 6799 US (Chicago)
Meeting ID: 815 3775 9047 Passcode: 063970

Future Visit Moffat County/MCTA Meetings:

2:00 PM - 2:50 PM Visitor Readiness and Way-Finding Sub-Committee, February 3rd, 2021

3:00 PM – 5:00 PM MCTA Committee Meetings, WEDNESDAY February 3rd, 2021

- Locations or Zoom platform for both meetings to be determined



VISION STATEMENT

Moffat County is a premier tourism destination for people to live, work, and play in Colorado's Great Northwest.