

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 Marketing Committee Meeting Agenda

775 Yampa Avenue Suite 105 – MCTA Office
Craig Colorado 81625 4:00 PM. – 4:55 PM.

Three or more MCTA Board members plan to attend this meeting; therefore a public notice is required by statute. Please note that the Board members may discuss any topic relevant to MCTA business, whether or not the topic has been specifically noted on this agenda.

Monday, January 10th, 2022

4:00 PM Introductions & Conflict of Interest Disclosures – Heidi Pankow / Chairman - Marketing Committee

Review budget for 2022 / items already approved for 2022

- 2022 Denver Adventure Travel Show [April 30-May 1st]
 - 'Giveaway' items – Review options
 - Budget including staffing and giveaways for approval at January Board meeting
 - Show schedule – Participating 'partner(s)'
- 2022 Moffat County Tourism Week, DIG A LITTLE DEEPER [Starts May 5th]
 - Tourism Week Poster - Discuss concepts
 - MCTA booth at Maybell Park May 8th (Great American Horse Drive)
- MCTA Domains
- Social Media Planning
- PR Planning
- Plan next Marketing Committee meeting Prioritize topics:

2022 Mailing Strategy, MCTA Timeless brochure ~Print early 2023, planning and creation will need to be completed in 2022, Scenic Byways, ColoradosGreatNorthwest.com - Use by organizations in Moffat County, add additional topics.

- Adjournment: 4:55 PM

NO Waiting Room Zoom Meeting ID: 813 8050 3247 Passcode: 137375

Time: Jan 10, 2022 04:00 PM Mountain Time (US and Canada)

Join Zoom Meeting:

<https://us02web.zoom.us/j/81380503247?pwd=QnhTTFI3V2hteWNGeUxuMy9UYjVzUT09>

Phone Option Dial: 1 346 248 7799 Meeting ID: 813 8050 3247 Passcode: 137375



VISION STATEMENT

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