

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 Meeting Agenda

775 Yampa Avenue Visitor Showroom Area  
Craig Colorado 81625 3:00 PM. – 5:17 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.

Wednesday, January 12<sup>th</sup>, 2022

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

### Public Comment #1

Review Marketing Committee minutes from December & January

Review & Approve November Board of Directors meeting minutes (There was no December Meeting)

Financial report – Review Expenses to Date -Brittany Young Treasurer

- Report 'in-kind' expenses for the record (2021+) ~ All Board Members

NCOC [Northwest Colorado Outdoor Coalition] & Re-Start Communities Grant – update

Board Training Opportunity

CU Capstone Recreation Report for Moffat County – Copies available at meeting

Tourism Industry Association of Colorado [TIAC] Legislative Reception & Meeting January 25<sup>th</sup>

Projects Committee – Larry Hoover & John Husband Co-Chairmen

- Moffat County Map – Set Budget
- Map Changes – requests from public & Land Management Agencies +

Advertising Committee – Heidi Pankow Committee Chairman

- Denver Adventure Travel Show – Allocate funding for 2022
- Grand Junction Show possibility
- Maybell Heritage Days May 7-8 [Great American Horse Drive May 8]
- Tourism Week – *Moffat County's Great Northwest Tourism Week, DIG A LITTLE DEEPER*
- Discuss MCTA marketing group meetings – 2022-23 opportunities in a focused sessions

Strategic Planning Committee –John Husband Chairman

- Discuss priorities for February Board Retreat

Director's Report

- Website / 2021 Leads / Robly list numbers & performance

Confirm February Committee, Regular Board Meeting and Retreat Dates

### Public Comment #2

Visit Moffat County / MCTA Meeting Adjournment: 5:17 PM

[Zoom Option on next page]



VISION STATEMENT

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

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Regular Board Meeting January 12<sup>th</sup>, 2012

Zoom Option:

January 12th, 2022

Visit Moffat County / MCTA Regular Board Meeting

Time: Jan 12, 2022 03:00 PM Mountain Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/85939137029?pwd=aGJHVit6VEhtV1VDN2RYTTFhUmkxQT09>

Meeting ID: 859 3913 7029 Passcode: 737825

PHONE IN OPTION: Dial 1 346 248 7799

Meeting ID: 859 3913 7029 Passcode: 737825

THIS IS A NO WAITING ROOM ZOOM ACCESS OPPORTUNITY

PLEASE MUTE WHEN NOT SPEAKING