

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 Craig Chamber Board Room Craig Colorado 81625 3:00 PM. – 4:55 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, August 10th, 2022

3:00 PM Introductions & Conflict of Interest Disclosures / [John Husband](#) -Chairman

Public Comment #1

Review & Approve July Regular Board Meeting Minutes

Financial report – Review Expenses to Date -[Brittany Young](#) Treasurer

- Report 'in-kind' expenses for the record ~ All Board Members

[Andrea Kuskie](#) – Available for Miles Media / CTO 2023 program questions via Zoom

MCTA Open Board Seat – General Discussion

Colorado Tourism Office – The Great West Region photography project – DINOSAUR

Way-Finding Sign Sub-Committee / 2023 planning – [Brittany Young](#)

August 26th Browns Park Field Trip Final Planning – Transportation option / participant list

[Jenni Mitten](#) – AAA Colorado Available for questions via Zoom

Event Updates

- Balloon Festival Success
- Wild Bunch Days (AUG 20)
- Dinosaur Stone Age Stampede (SEPT 9-10)
- Fall Festival (SEPT 17)
- Vino & Vintage Festival (OCT 7-9)

LMD

- Distillery Funded - \$75K
- Datafy (formerly SeeSource) funded for one more year -\$17K
- MCTA proposal for 2023

Wolf Creek Reservoir – Report from Land Board meeting



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August 24 / Connor Hall Director of the Colorado Outdoor Recreation Industry Office [Division of OEDIT]

September 13-15 Rural Philanthropy Days / Hayden-Steamboat

September 21-23 Colorado Governor's Tourism Conference – Snowmass

- **CADMO**
- **Destination Development Committee**
- **Tour Colorado**

September 27-30 Utah Travel Council - Vernal

Marketing Committee

- **Discuss future meetings and leadership**
- **2023 CTO – Miles Media Buy for consideration \$12K - \$25K**
- **Colorado Life Magazine \$2,250 - \$13,821**
- **AAA Media \$7,740 - \$13,821**
- **2023 Go-Colorado Travel website \$2,500**

Confirm September Committee and Regular Board meeting dates

Public Comment #2

Visit Moffat County / MCTA Meeting Adjournment: 4:55 PM

ZOOM OPTION / Time: Aug 10, 2022 03:00 PM Mountain Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/85298515724?pwd=VUV1N1c2cnZvNk5tc1YvZlpLcytPQT09>

Meeting ID: 852 9851 5724 Passcode: 948616

PHONE OPTION: +1 253 215 8782 US



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