

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 Agenda

775 Yampa Avenue Craig Colorado 81625 **3:00 PM.** – 4:59 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.

**Wednesday, November 8<sup>th</sup>, 2023**

**[Zoom information provided on page 2]**

**3:00 PM** Introductions / **John Husband** -Chairman

**Review & Approve August Board of Director Meeting Minutes** (no Sept/October meetings)

**Presentation** / Florian Herrmann / Herrmann Global <https://herrmannglobal.com/>

**Public Comment Period #1**

**Financial Report / Brittany Jennings- Treasurer**

- **Review Expenses, year to date** (\$4K postage previously moved from Supplemental)
- **Review 2024 Budget** (No COLA for Director)
- **Telephone – Move \$250 from Contingency** (Cover Zoom Platform)
- **Lodging Tax discrepancy / LMD~MCTA for 2<sup>nd</sup> Quarter**
- **Board members – Report any expenses for the record**

**Review Sustainability / Care for Colorado Discussion in Meeker** (October 11<sup>th</sup>, 2023)

**Marketing Committee Recommendations for approval:**

- 2024 Tourism Days / Maybell Event - Recommend \$1,600 budget**  
Posters, event promotion, Maybell booth, Prizes for *BEST* Training
- 2024 Go Travel Sites- Recommend \$3,500**
  - **Go-Colorado.com Go-Utah.com (new) Go-Wyoming.com**
- 2024 Steamboat Summer Travel Guide -Recommend \$2,650**
  - **1/2 page ad**
- 2024 Robly email platform authorization for 2024 - \$1,050.00**
- 2024 Vinrock Media Proposal [\$9K Campaign Creation & Management + 3 'media buy' options - \$7,200 or \$10,800 or \$14,400]**
- 2024 Herrmann Global Proposal [\$14,450.00 – (Includes \$3,500 Media Buy)]**
  - **Lead Reporting to full MCTA Board**
  - **Review mailing policies & costs -envelope options**
  - **River Access Map - update**



VISION STATEMENT

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

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.*

**PAGE 2**

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

**Projects Committee**

- **August 20<sup>th</sup>, 2023**
- **Brochure display racks for Maybell & Courthouse** (possible \$1,500)

**Craig Downtown Business Association – December 6<sup>th</sup>** 2024 Event Calendar meeting

**Yampa Building – Possible future Non-profit ownership** Currently owned by the City of Craig

**Haskins Conditional use permit approval – 5 cabins in Maybell**

**Town of Dinosaur – Lodging update**

**Airbnb / Short term rental additions in Craig**

**Colorado Association of Destination Marketing Organizations (CADMO) and  
Tourism Industry Association of Colorado (TIAC) - update**

**Questions for Director Kleinschnitz**

**Review Calendar for December meetings**

**Public Comment Period #2**

**Adjournment 4:59 PM**

**ZOOM** INFORMATION: Topic: Regular November MCTA Board Meeting

**Time: Nov 8, 2023 03:00 PM Mountain Time (US and Canada)**

**Join Zoom Meeting Link:**

<https://us02web.zoom.us/j/81092755652?pwd=dzIMQmtGWEVoYjZRYkd1NXJ6OFBRUT09>

**JOIN BY PHONE: • +1 719 359 4580 US**

**Meeting ID: 810 9275 5652 Passcode: 716339**

**This is a NO WAITING ROOM opportunity. Join anytime, non-board members will have two public comment opportunities during the meeting.**



VISION STATEMENT

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