

MCTA Board Meeting

January 8, 2020

Present: Shannon Moore, Larry Hoover, Tammie Thompson-Booker, John Husband, Cindy Looper, Derek Cleverly, Rebekah Greenwood, Tom Kleinschnitz

Guests: Donald Broom, Randy Looper, Andy Bockelman

The meeting started at 3:01PM

Conflict of Interest - none

Public Comment – none

Review of minutes from December 11, 2019 – Add Tammie Thompson-Booker attendance. Remove second t from Moffat at the end of the minutes.

A motion was made to approve the minutes with the above corrections by Rebekah Greenwood, seconded by John Husband. The motion passed.

The financial report through December 2019 was reviewed.

Strategic Planning – John Husband

The MCTA By-Law changes (Roman numeral IV.A.4. and Roman numeral V.D.) that were approved at the last meeting were signed and are effective as of 1/2020.

Marketing Committee – Rebekah Greenwood

- No new expenditures recommended. We are waiting for the final recommendations from the CRAFT 201 process.

Projects Committee – Larry Hoover

Updates

- YampaGeo Map – expecting a draft soon
 - there are still some advertising opportunities available on the back side of the map
- Video project - The next schedule for filming is the 18th for the snowmobile poker run
 - we have not seen any footage yet.
- Hwy 13 County Road directional signage

- Larry met with Road & Bridge to discuss signs needed. These were paid from 2019 funds, including the High Clearance warnings.

- These are installed as R&B has time and is in the area after CDOT approval.

- Next signage needed will be with BLM for Sandwash Basin, Juniper Springs, DNM for Yampa Bench Road and DNW to mark river access, NFS for Black Mountain and Freeman Reservoir.

Travel shows

- Grand Junction Outdoor Expo (Feb 7-8)

- Volunteers to work the booth = Larry Hoover, John Husband can work Friday, Derek is possible Saturday

- Denver adventure Travel show (Feb 22-23)

- 2 vendor passes are available

- Volunteers – Tammie Thompson-Booker, Shannon will check availability

- Sticker suggestions – use silhouette elk, drop the line of hikers, change other hike to explore, make the logo larger and the label smaller? – maybe use the vertical logo instead of the circle. Visibility of the website is the most important part.

2020 MCTA Officer Elections

John Husband nominated Shannon Moore for Chairman, Larry Hoover seconded. The motion passed.

Shannon Moore nominated John Husband for co-Chairman. Rebekah Greenwood seconded. The motion passed.

Shannon Moore nominated Larry Hoover for the position of Treasurer. Derek Cleverly seconded the nomination. The motion passed.

Derek Cleverly nominated Cindy Looper for Secretary. Tammie Thompson-Booker seconded the motion. The motion passed.

Public comment

Randy Looper talked with Mike Matheson that he is planning on 100 people at both races and that he is expecting them to stay at hotels

- The Chamber is still going forward with the Yampa Building

Shannon Moore made the motion to move into Executive Session pursuant to C.R.S. 24-6-402 (4) (f) to discuss personnel matters regarding the MCYA Director Position compensation at 4:04PM. Tammie Thompson-Booker seconded the motion. The motion passed.

***A motion was made by Cindy Looper to come out of executive session at 4:26PM.

Director's Report

Colorado workforce Statistics – unemployment is very low in Moffat County

CTO lead went up to 50 and GO-Colorado went to 90

Dinosaur 100 – June 22nd and August 1st to reinvigorate the Yampa Valley Trail

Swift report for December is in the Board packet

- maybe switch to Google pay-for-click for more direction to our website

BLM workshop possible dates – Jan 29, 30, 31

January 30th as a possible date

NPS – workshop Feb 5th at 1PM - can we go to them for that meeting

Yampa building discussion is still going on

Wolf initiative – Club 20 is working on a resolution regarding this. The wolf issue will be on the ballot.

Dinosaur Diamond being reinvigorated and working with CNCC/Rangely

- Tom will be involved in the initial calls and see if we can get some of the energy directed to Moffat County

Way Finding – signs are being made – installed in the next few months

- follow-up will be to get more signage

Cheryl McDonald is willing to come to some committee meetings in 2020

CRAFT 201 – all interviews are done, some additional material was requested – final due date is in March. Meetings with tourism partners will be included in this.

LMD – See Source will be presenting to track visitors

DBA – Art Walk – Taste of Chocolate – Feb 8

Three applications for 2 Board positions and one alternate.

Tom's upcoming travel – TIACC reception, Voices of Rural Colorado, CADMO

The meeting was adjourned at 4:48PM