

MCTA Regular Meeting

April 11, 2018

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

Absent Board Members: Rebekah Greenwood, Derek Cleverly

Guests: Randy Looper, Joe Bird, Frank Moe, Eleanor Hasenbeck from CP

The meeting was called to order at 1:00PM

Conflict of Interest: None

Public Comment:

Chamber update. State of the Community is Wednesday, April 25th at the Clarion. It starts at 6PM, tickets are \$40.

Reviewed the minutes from February meeting.

Motion was made by Tammie Thompson-Booker to approve the March 14th meeting minutes, seconded by Larry Hoover. The motion passed.

Financials

There is \$407.40 left in our BLM grant. The money needs to be used or returned. Tom is looking at printing some marketing materials.

Projects Committee

Sportsman's show in Eagle. First year, limited vendors – most between Vail and Grand Junction.

Showed pictures from installing the signs in Sand Wash Basin

Showed the two 30-second videos for the Dinosaur Welcome Center

Signs at eastern County line on Highway 40 – need to be replaced. Replace with new map for 2 of the panels. Would still have one panel available for information or a picture. We should let CDOT know when we plan to replace the signs.

Larry would like to set up a day retreat to go out into the county and see what we are selling. (Yampa Bench road, Irish Canyon, Gates of Ladore) August 8th is a tentative date for this retreat.

Timeless lure piece – we need to have at least 20 pages. When the brochure is designed we can go to other organizations to help us print more.

Marketing Committee

Recommendations have been made for us to join TIAC and CADMO. It will help keep us in the loop at the state level. It will cost approximately \$600.

The motion was made by Tammie Thompson-Booker that MCTA join both TIAC and CADMO at the beginning levels for up to \$700 dollars. John Husband seconded the motion. The motion passed.

Tom would like to try and be reappointed to the CTO board if possible. The current western slope representative is retiring.

The Dinosaur Welcome Center is looking for volunteers. We need people to commit to support the Welcome Center. This Visitor Center is still being looked at to close or move for coming years.

FAM trip is coming from the Fruita Welcome Center. They are coming in May. They will need overnight lodging, dinner, breakfast.

Community Branding

Jeremy is working on altering the logo for different groups. He is hoping to have something for us to look at by mid-April. An AGNC grant has been applied for by the Chamber on behalf of the Community Branding group.

Events Update

IGA between the LMD and MCTA– is proving to be more challenging. It has been sent to the City Attorney for his approval.

Individual Events – There is a Signature Events page on our website that links to the Signature Events web page. MCTAs webpage offers information about lodging/dining/things to do in addition to just events. Melody Villard has been in contact with Tom about the Signature events are planning to use dollars to advertise on Channel 5 in Grand Junction.

Signature Events are planning to go back to the LMD for more money. Tom is looking for direction on what the board wants him to do. If any of our current events goes away, then less people come to town. Events are the first step in bringing people to town. At this time we recommend that Tom just sit back and let the LMD decide what it wants to do. With MCTA taking on the management of the LMD dollars takes the time of our director and takes away from the time he spends on our projects. In the future we could ask that the LMD to designate money to Events through MCTA and separate funds to MCTA directly for other projects. The next LMD meeting is April 17th at CNCC.

Calendar

April 19th We will be talking about the Director position. At 10AM in the Bank of Colorado board room.

May 2nd is the next committee meeting and May 9th will be the Board meeting.

Public Comment – Events don't take a lot of the Directors time except for the fact that the MCTA would like to directly oversee the advertising. Also Randy feels that the LMD was not planning to give the budgeted money directly to MCTA, but was available if the MCTA came to the LMD with projects.

The meeting was adjourned at 2:15