

MCTA Regular Meeting

December 5, 2018

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

Guests: Randy Looper, Cindy Wright, Joe Bird, Jennifer Holloway

The meeting was called to order at 3:04PM

The minutes from October 10th were reviewed. ***A motion was made by John Husband and seconded by Tammie Thompson-Booker to accept the minutes as corrected (removing John Husband, and adding the person who made the motion to accept the lease agreement). The motion passed.***

A motion was made by Rebekah Greenwood to move \$500 from travel to employee education line item. The motion was seconded by Derek Cleverly. The motion passed.

TIAC is looking for sponsors for the Legislative Reception in January. A decision was made to not sponsor the event at this time.

CRAFT action items

Tourism Week - May 4 - 11

DBA spring expo is on the 4th

Where the Hell is Maybell is on May 4th

Maybell Horse Drive (May 4th & 5th)

Dirt Hog Anniversary Golf Tournament

\$10,000 grant request items

- Dual Easy Up that has the logo on the sides
- promote Tourism week
- Promote JWP event

CRAFT follow-up meeting – January 2, February 6, March 6 & April 3. MCTA committee meeting would be from 2-4 followed by the CRAFT meeting from 4-5. This is an opportunity for everyone to update on their progress.

Maybell General may need support regarding the gas pump that was destroyed. They may need help with politics, etc. Possibly ask CDOT to put out a sign about no gas.

John Wesley Powell Event at Echo Park – June 17th & 18th

DNM - 3 interpretive hikes (night on 6/17, AM and PM on 6/18)

Interpretive talk by Ray Sumner (CSU)

Adventure Travel Show – February 23- 24.

- The purpose of the show is to promote the County, not individual companies. Need to make this clear if others come to help staff the booth.

Outdoor Adventure Show in Grand Junction – February 8 – 10 - \$250?

John Husband made a motion to attend the Grand Junction show. Derek Cleverly seconded the motion. The motion passed with one nay vote.

Rebekah Greenwood made a motion to advertise in GoColorado.com for \$2,500 to come out of 2018 marketing/advertising budget. Larry Hoover seconded the motion. The motion passed.

Mailing postcards to local recipients of the 2018 Hunter list. A motion was made by Cindy Looper to approve up to \$1,320 for the mailing. Derek Cleverly seconded the motion. The motion passed.

Visit Brown's Park brochure is in high demand. This needs to be reprinted with some updates.

A motion was made by Rebekah Greenwood to reprint the Brown's Park brochure for up to \$2,000. The motion was seconded by Cindy Looper. The motion passed.

Snowmobile Trail guide – invoice for \$2,200 – this did not include shipping. They are asking for another \$174. The amount was approved for \$2,200.

***John Husband made a motion to approve the request for the additional \$174. The motion died for a lack of a second. ***

Dates were reviewed for 2019

There was discussion on how to make changes to the regularly scheduled meetings. Decisions will be made for changes in the meeting schedule by the Director, the Committee Chairmen and the Board Chairman.

Board retreat to be scheduled for March 13th, 2019 from 1 – 5PM at the Luttrell Barn, if available.

Tom Kleinschnitz gave his Director's report

- Discussed the digital marketing (question was made to compare year to year with Google Analytics).

- LMD - Commissioner Beck asked Tom Kleinschnitz to ask for funds for the Visitor Center in Dinosaur for \$12,000. This would help cover the expenses for the County. This was not coming from MCTA, but on behalf of the County.

Public Comment period

Randy Looper mentioned that Tom did a great job with his presentation for Rotary. He should do that as much as possible.

Randy would also like to get information from Tom about the advertising for events. Sooner rather than later is better.

Jennifer Holloway introduced herself and offered to help with anything that we need.

Cindy Wright updated us on conditions at Sandwash Basin. She is the only BLM authorized tour representative for Sandwash Basin. The Wild Horse Warriors are still interested in doing a sunrise or sunset blessing. They would consider doing this during the Tourism Week. 04:49ver 2000 volunteer hours donated by the group. They have also invested \$40,000 in the basin. The big

project right now is to put fencing up on the north side of 318 to stop the horses from getting out onto the road.

The meeting was adjourned at 4:49PM.