

MCTA Regular Meeting

January 10, 2018

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

Absent Board Members:

Guests: Randy Looper, Aletha Dove, John Kleinschnitz, Chris Oxley, JoBeth Tupa, Rebecca Tyree, Cindy Wright

The meeting was called to order at 3:00PM

The minutes were reviewed from December. Rebekah Greenwood questioned the amount showing unused by the Signature events. The (\$5,000 left) was removed.

****Tammie Thompson-Booker made the motion to approve the minutes as corrected. John Husband seconded. The motion passed.****

Financials – Lodging tax from 3rd Qtr are in at \$42,440.60 which is up \$2,000 from last year, but the 2016 4th quarter probably had late payments from 3rd Qtr.

Financials were reviewed.

Welcome to Derek Cleverly as our new Board member as of yesterday. Tammie Thompson-Booker, Larry Hoover and Shannon Moore were also reappointed.

Herrmann Global – discussion was held that the CTO does the international marketing for Colorado and they have similar programs. The Board does not feel that we have the funds or desire to do this at this time.

Colorado Life - \$1,600 for a full page ad. Possible co-op opportunity with Rangely, Meeker?

Ram Designs – Video is up and running.

Video is too long for Dinosaur Welcome Center. It needs to be 30 seconds. Larry Hoover will reach out to Yuri to see the cost of breaking it down into 4 – 30 second videos.

Rebecca Tyree brought a rough draft of an MOU between the Board and the BOCC. Discussion was held about suggestions for the final.

****A motion was made by Tammie Thompson-Booker to approve the MOU with the proposed changes that were discussed. John Husband seconded the motion. A friendly amendment was made by Tammie Thompson-Booker to include the language that projects would be completed and work is performed in a satisfactory manner. John Husband accepted the amendment. The motion passed.****

Rental Contract – Shannon Moore asked Becky Tyree if she would approve the contract for the rental of office space. Shannon will take it to her office tomorrow.

Dario Archuleta brought one of the signs that we paid for. We need to set up a date in the Spring to install the signs and have the paper present.

He also had a sign for Irish Canyon rock art. He was asking for help with the signs. The price for 3 signs is \$206. Tammie Thompson-Booker made a motion to pay the \$206 to Identity Graphics for the signs out of the remaining BLM grant monies. Larry Hoover seconded. The motion passed.****

Dario also made a presentation about the BLM proposed trail system for Cedar Mountain bike trails. They are working with a group called MoCo Trails, which has 501 status. The BLM is looking to work cooperatively on more recreation projects for the community and the tourists. He also wants to move into Little Yampa Canyon next.

Connecting to Communities. BAM (Budget Allocation Models). This promotes cooperative efforts and getting community input. They want to listen to the public and do what they want. Their other funding is from SRP (special recreation permits).

Rental Contract is in – it is the same as last year. It needs to be approved by the BOCC.

LMD – The County has appointed 2 people. The City pulled the appointments from their agenda. The City has set up a committee to make recommendations for their meeting on Tuesday, January 17th. A first meeting has not been scheduled. Tammie Thompson-Booker has been previously appointed by the County.

****A motion was made by Tammie Thompson Booker to approve the start date for Tom Kleinschnitz of January 16, 2018. The motion was seconded by Rebekah Greenwood. The motion passed.****

Tom Kleinschnitz has already gotten things arranged for the Tourism Days at the Capitol and the CTO meeting, both in Denver. He will keep track of mileage. We would like him to go to the TIAC reception.

There has previously been \$500 discretionary amount for the Director for travel, office expense, etc. The consensus would be to continue this discretionary amount.

The County Lodging Tax Revenue Allowable Uses Bill is an attempt to open up the lodging tax for other uses. This tax should be for visitor services, not taxation without representation to be used for other things. Discussion was held on this being short sighted and too open ended.

****Tammie Thompson-Booker made a motion that we oppose any changes to the uses of the County Lodging tax revenue and to ask Frank to present our views to the other commissioners, AGNC and their lobby firm Orf & Orf. Seconded by John Husband. The motion passed.****

Executive Board elections

The slate for 2018

Chairperson – Shannon Moore

Vice Chair – John Husband

Treasurer – Rebekah Greenwood

Secretary – Cindy Looper

****A motion was made by Tammie to appoint the recommended 2018 slate of officers. Derek Cleverly seconded. The motion passed. ***

Partner comments

Chris Oxley gave an update on Community Branding. She gave an overview of the process to-date. The company selected DCI, was given all the research work done to date, including the one from Hill Avium. The survey group had about 300 responses. The company DCI made up to four concept options. The selected concept will now be developed with logos ideas, artwork, etc. The first campaign is "Our Corner of Colorado". The release will be February 10th.

JoBeth Tupa - CMEDP Annual Meeting is next Wednesday and they are doing the Chamber mixer on the 25th.

Chris Oxley - Business Supply Chain report coming up in about 4 months.

Randy Looper - Signature events - Do you want the signature events to come back to MCTA? Final reports are still due for us to report to the LMD. Signature events DO NEED to come back with what they would want to spend any remaining dollars on from the last year grant from the LMD.

Frank Moe - On behalf of BOCC thanks Tom Kleinschnitz and Randy Looper for their support and input for the MCTA appointments.

Guest comments

Wild Horse Warriors is an advocate group for the wild horses from Sand Wash Basin working through the Community Foundation. They started as a group to promote seven miles of new fence lines along 318 where horses were getting hit on the highway.

The meeting was adjourned at 5:20 pm.