

MCTA Board Meeting

May 8, 2019

Present: Larry Hoover, Rebekah Greenwood, John Husband, Cindy Looper, Tom Kleinschnitz, Tammie Thompson (phone)

Derek Cleverly arrived at 3:11PM

Guests: Donald Broom, Andrea Camp, Melody Villard, Janeth Madson, Angela Switzler, Randy Looper

The meeting was called to order at 3:07PM

Conflict of Interest disclosure: Shannon Moore and Rebekah Greenwood

*****A motion was made by Rebekah Greenwood, seconded by Cindy Looper to approve the minutes from March 6th. The motion passed.*****

*****A motion was made by Rebekah Greenwood, seconded by Cindy Looper to approve the minutes from April 10th. The motion passed.*****

Financial report was reviewed

Melody Villard came to discuss the event funding from Grand Old West Days. There have been several issues with incorrect information being on the MCTA website and social media posts. She would like to make sure that MCTA uses the information that is provided by the event coordinator to insure correct information is disseminated.

Rebekah asked if the Chamber could sell tickets for GOWD for their headliner band. Melody said they would work something out.

Reviewed the MOU with BOCC for 2019. John will review with the County Attorney to see if this needs to be resigned or not. If we do reprint the MOU, we should note that it will be reviewed annually instead of a specific date.

Reviewed proposed MCTA By-Law changes. Any changes must be presented to Board members 30 days in advance of adoption.

****A motion was made by Tammie Thompson to approve the changes, as presented, to the MCTA by-laws that will be voted on at the June MCTA meeting. Larry Hoover seconded the motion. The motion passed.****

Projects committee – would like to actively seek someone to produce a Fall/Winter video. We would like to put the RFP out in a press release and through word of mouth. The recommendation was to make sure that the contract includes deadlines, “B” roll footage, people in the videos, etc. Filming dates of Sept 1, 2020 to February 28, 2020. Final product should be available for viewing on March 30, 2020.

*****A motion was made by Rebekah Greenwood to spend up to \$5000 on a video of winter/fall in Moffat County. Seconded by Larry Hoover. The motion passed.*****

Way-finding sign project request. Ray Beck has asked MCTA to take the lead on this project. We would like more information to proceed with this request. A concern was that the County could present jointly with the City to the LMD for funds for this project. \$62,800 was put up by the City. An AGNC grant was received for \$10,000 to include the 4 signs outside of town that are currently planned. What is not funded are the signs that we want to have out in the County. The plan is to have someone request funds from LMD for the County signs. The consensus was to have a workshop with the BOCC to talk about how this process will work and who will be responsible for what.

Director's Report

Robly active email list is over 20,000, UK FAM trip went well, Google analytics report. DNM gave us a report on their visitors through April 2019. Had a booth at the Home & Garden Show, Set up the tent in Alice Pleasant Park and it is going out to Vernal for their balloon festival on the 11th.

Yampa Valley Trail – Dinosaur 100 is not able to get permits for the race in 2019. Several sections are under review for culturally sensitive areas. We may need to have a resolution to state our desire to reinvigorate the Yampa Valley Trail again. It might require some rearranging of the actual trail to go around private or culturally sensitive lands.

Great West region meeting with Destination Think was held to get some ideas about what the Great West is and how to promote it.

Larry Hoover mentioned that the Harper's Corner road and the road to Echo Park are now open.

Sand Wash Enduro event has about 200 people signed up for next weekend. They are limited to 250 riders. They want to expand to a 2 day event with up to 350 riders per day. KS Creations will have food available out there.

We need to have at least one meeting prior to the Echo Park event. Tom will find out who is available when.

Public Comments:

Andrea Camp reported on the Coal Challenged Community meeting in Denver. They felt good about the meeting and where we are in the process. The attendees made some connections and they will continue to meet.

Randy Looper reported on the Chamber BEST Customer Service class just finished. They had 15 people graduate from the classes.

The Chamber building committee is meeting tonight and they are planning to decide whether or not they will proceed with expanding the building.

Randy wanted to let us know that this has been a terrible year so far for hotels. He wanted to let us know that the tax income will probably be down.

Tammie Thompson-Booker had public comment to report that Mona Gilman received a Front Line Tourism award from Cathy Ritter for the Great West Region.

The meeting was adjourned at 4:50PM