

MCTA Board Meeting

November 13, 2019

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

Guests: Andrea Camp, Donald Broom

The meeting started at 3:01PM

Conflict of Interest

-Rebekah Greenwood noted that she works for the Chamber of Commerce

- Cindy Looper noted that she is on the Board of Education

Public Comment

- Larry Hoover mentioned that there is someone out on the West side of the County that rents cabins during hunting season and does not collect taxes. He will give the information to Tom who will forward it to Mindy to follow up on.

*****A motion was made to accept the minutes with the correction of the spelling of Peter Brixius name by Rebekah Greenwood. The motion was seconded by John Husband. An observation was made to note discussion items were made by a board member so as not to seem like the whole board was in agreement. The motion passed.******

Reviewed financials, MCTA and LMD Lodging taxes received.

Tom will bring up the difference in the tax received between MCTA and LMD with the County for explanation.

Strategic Planning Committee

- Yampa Community Building Initiative

- Discussion was held on what MCTA's stand is on the Yampa Building

*****A motion was made to approve a resolution of support the concept of using the Yampa building as a cooperative co-location workspace and a place to relocate the visitor center, MCTA and Chamber offices by John Husband. Seconded by Cindy Looper. The motion passed.*****

- Bank of Colorado lease – do we sign a 6 month lease and go month-to-month pending the Yampa Building decision or sign a full year lease?

*****A motion was made by John Husband to sign a 12 month lease with Bank of Colorado at \$350 per month. Seconded by Larry Hoover. The motion passed.*****

Marketing Committee

- Regional Marketing Committee is asking for \$400 from each organization to set up the Great West Region as an initial set-up cost.

2020 would require \$1,000 additional input from each organization to supply matching money for a future grant.

*****A motion was made to approve \$400 for the Great West Region initiative. Seconded by John Husband. A friendly amendment was made to clarify that the funds would be paid as long as a majority of the organizations involved participate financially. The second agreed to the amendment. The motion passed.*****

Projects Committee

- 2020 Denver Adventure Travel Show

- give away items – key chain, eye glass cleaner, stickers, stress ball, foldable fan, RFID phone wallet.

- It was decided to hold off on deciding what to order until the next meeting when we have more information.

Board Training Opportunity

Corrie is coming to do board training over the next several months for the County. We are looking at several dates – December 2nd, 3rd or 9th – possibly combine our committee meeting with the training if possible.

Director's report –

- total inquiries are up from last month

- The Great West Region had 2 - ¼ ads in the “Love Magazine – free subscription from CTO/quarterly” – did not get very responsive leads from that ad. There was a delay on getting the leads from the magazine that may have played into the lack of response.

- Change in hunting season for 2020.

EDC committee/City has asked Tom to be a standing liaison for this committee. As Tourism is an important part of Economic Development and the decision was that this is a good use of Tom's time.

- Tom attended a MC Land Use Board meeting about the Power grid that was very informative about coal being the basis for the grid.

- No new update on the Fall/Winter video

- CRAFT 201 is underway – final report due in March

- We need to work on getting school kids out to visit what we have available in Moffat County – field trips. 4th graders get free access to National Parks through NPS. Follow up with Zach Allen about how to tie the visits in with the curriculum.

The meeting adjourned at 4:34PM