

MISSION STATEMENT

The Moffat County Tourism Association enhances and markets tourism in an effort to enrich the lives of the visitors and the residents of Moffat County.

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Visit Moffat County / Moffat County Tourism Association Regular Board Meeting Agenda

775 Yampa Avenue Chamber Board Room
Craig Colorado 81625 3:00 PM. – 5:15 PM.

Please note that the Board may discuss any topic relevant to MCTA business, whether or not the topic has been specifically noted on this agenda. Minutes will be recorded for these formal meetings.

Wednesday, September 8th, 2021

3:00 PM Introductions & Conflict of Interest Disclosures – Shannon Moore / Chairman

Public Comment #1

Review and Approve August Board Meeting Minutes

Finance Committee – Brittany Young Treasurer

Review Budget to date

- Additional allocation for postage needed
- Additional allocation for office supplies needed

Dean Runyan Reports from the Colorado Tourism Office

- Moffat County Moffat-Routt Comparison Colorado's Northwest Region
- Air B&B and VRBO (Vacation Rentals By Owner) in Moffat County

Fall Fest 2021 – Downtown Craig [September 25th]

- MCTA participation?

Governor's Tourism Conference ~ Pueblo / November 3-5, 2021

Early bird registration ends September 10. This annual three-day event is for tourism professionals and industry leaders to learn and network.

- Additional allocation needed to participate – Craig Chamber additional participant

Projects Committee Larry Hoover & John Husband Co-Chairmen

- *Lodore Canyon River trip – Debrief*
 - Blevins article in the *Colorado Sun*
- Museum sign project at Bromine Kilns
- 2022 Sign projects – Full Board discussion for priorities
- NCOC [Northwest Colorado Outdoor Coalition] & Re-Start Communities Grant – update
 - Community Survey

Marketing Committee Heidi Pankow - Chairman

- Review 2022 ½ page ads [OSVG – Yellowstone – Colorado National Parks]
- New Website update [Blizzard Press]
- “The Great West” region update
- Denver Adventure Travel Show - New Dates [April 30 – May 1st, 2022] Tour Colorado co-op
- Tour Colorado – Free ad in Destinations Magazine



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Marketing Committee (Continued)

- Initial Discussions concerning 2022 Tourism Week – Set date associated with the *Great American Horse Drive*

Strategic Planning Committee John Husband – Chairman

- Discuss Community Tourism Expectations
- Initiate discussion concerning a 5 year Tourism Plan for Moffat County
 - Encouraging Proper Visitor Behavior (Visitor Communication)
 - Champion the value of Tourism to our Community (Community Communication)
 - Workforce development / Workforce housing
 - Transportation issues, including transportation from HDN

October Calendar

Public Comment # 2

Visit Moffat County / MCTA Meeting Adjournment: 5:15 PM

ZOOM OPTION

Join Zoom Meeting:

<https://us02web.zoom.us/j/82247776365?pwd=cFFvZmY2Qi9TdWV0ZSsrUGk5T01nQT09>

Meeting ID: 822 4777 6365

Passcode: 661997

ZOOM PHONE OPTION

Dial by your location

- +1 253 215 8782 US (Tacoma)
- +1 346 248 7799 US (Houston)
- +1 669 900 6833 US (San Jose)
- +1 301 715 8592 US (Washington DC)
- +1 312 626 6799 US (Chicago)
- +1 929 205 6099 US (New York)

Meeting ID: 822 4777 6365 Passcode: 661997



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