



MCTA Regular Meeting June 13, 2018

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

Guests: Randy Looper

The meeting was called to order at 3:03PM

No public comment

Derek Cleverly disclosed that he is connected with The Print Shop.

A motion was made by Rebekah Greenwood, seconded by Derek Cleverly to approve the May 2018 Regular Board meeting minutes. The motion passed.*

Budget and Expenses were reviewed.

Difficulty getting the 800 disconnected. Century Link said that we will receive a credit (eventually)

2019 budget was reviewed

A motion was made by Cindy Looper and seconded by John Husband to approve the budget as presented at \$155,000. The motion passed.

Marketing Committee

A motion was made by Cindy Looper to approve the first four recommendations as presented. 2019 Official Vacation Guide, \$9843, Event listings - \$1225, Dinosaur Welcome Center video - \$310 (should be less this year), CTO Print listing - \$510. The motion was seconded by John Husband. The motion passed.





Timeless brochure – We have received \$1000 grant from Pettus Law firm for this project. We have also applied for a grant through YVEA. Tom is also planning to ask the LMD for help with funding for printing or mailing of this brochure.

The question was raised about having to bid this project. The BOCC raised the minimum that requires bids to January to \$25,000.

Tammie T-B asked that we put out the information that we are looking for photos for the piece and look at the options at that point, via press release.

Cindy Looper made a motion to authorize up to \$9000 to keep the timeless brochure piece moving forward. Tammie Thompson-Booker seconded. The motion passed with Derek Cleverly abstaining.

Cindy Looper made a motion that we no longer advertise Moffat Country (removing the "r") in future advertising. Tammie Thompson-Booker seconded. The motion passed.

Use of the community brand as an MCTA brand

Discussion

Can the "VISIT" be bolder?

Take out the MCTA name listing

We are not restricted by color – can use what works best for any specific publication.

A motion was made by John Husband to change our logo to the new compiled county logo (without MCTA specifically listed). Also to use the logo with the vertical line and the MCTA name and address for return address labels. Rebekah Greenwood seconded the motion. The motion passed 6:1





Tag lines

A motion was made by Rebekah Greenwood to use both or either tagline as needed. (Where the West Runs Wild or Colorado's Great Northwest) Derek Cleverly seconded the motion. The motion passed.

Trade show exhibit for 2019 – Denver Travel & Adventure Show (February)

Rebekah Greenwood made a motion to spend up to \$4000 for the 2019 trade show to come from the P & D line item from 2018 budget. Larry Hoover seconded. The motion passed.

Director's Report

Tom sent out a reminder to our Robly list about the events coming up.

Cathy Ritter from the CTO and CTO board members will be in Craig on July 5 & 6. Part of this trip is to check out the Dinosaur Welcome Center. Tom has reserved a county vehicle for this timeframe. The CTO is looking at possibly moving the Visitor Center.

School District Admin Building use – meeting tonight

LMD meeting is June 19th as well at the Colorado Regional Branding mtg.

Public Comment





Randy Looper - LMD is looking to have workshop meeting with the EDP and MCTA in early August before working on their budget. They will be asking for budget requests.

Larry Hoover talked about the Dinosaur Welcome Center, where he has been volunteering. Not many people had been signing in on the iPad - Larry has been trying to encourage people to sign in.

Derek Cleverly heard that people can reserve the camping spots in the new South Beach campground. Tom will check into this. It is not on the Reserve America website.

The meeting was adjourned at 4:25PM