

# Moffat County Tourism Association

## Regular Board Meeting

September 7, 2011 11:00am. – Moffat County Courthouse  
2<sup>nd</sup> Floor Conference Room

Please note: All MCTA meetings are recorded and these minutes are in reference to those recordings.

Present: Leona Hemmerich, Kerry Moe, Kandee Dilldine, Bryce Jacobson, Tom Mikesell, Melody Villard (Director) Vicki Wade, Tammie Thompson-Booker

Absent: Tom Gray

Guests in attendance: Josh Lowe (Yampa Geo), Gina Robison (BLM), Patricia McCaffrey (Craig Campground GVC), Susan Mikesell, Marci Marumoto (KRAI), Michelle Balleck (Craig Daily Press), Christina Oxley & Mardi Anson (Craig Chamber)

The meeting was called to order by Kandee Dilldine at 11:02 a.m. with a request for any conflicts of interest. Kandee welcomed guests

No formal financial report was available

Vicki Wade entered the meeting at 11:05

Minutes for April 6, 2011 were reviewed for corrections. Kerry Moe motioned to amend the minutes to show the correct event funding amount awarded for the Colorado State BBQ Championship at \$7300.00 – Leona seconded. The motion passed with Bryce Jacobson abstaining.

Tammie Thompson-Booker entered the meeting at 11:08am

Bryce motioned to approve the August 3, 2011 minutes as written Kerry seconded and the motion unanimously passed.

Kandee Dilldine gave the GOWD follow-up presentation stating that with the weather and not having a ticket event such as the concert or bull riding event, the event was smaller than previous years. Kandee stated that the event did have some funds left over for seed money to start the 2012 event.

Dan Davidson with the Museum of Northwest Colorado approached the board again for support of the Marcia Car brochure. He was more concerned with the fact that there are no collateral pieces to promote the attraction than he was with who should be responsible for the piece. His hope was to do the project as a good faith, cooperative piece.

Josh Lowe, owner of Yampa Geo, gave a presentation of an interactive mapping opportunity that he is putting together to cover various layers of information about the area. He proposes to house the base map site and co-op with area tourism interests in adding the additional layers of access to things such as; hunting GMU's, attractions, scenic routes, Chamber member business information and more. Josh felt that some portions of the project could be live by the end of the year and that \$15,000.00 was a good number to get started with.

The Board was very interested in the project and asked that Josh be contacted after the meeting to set up a workshop to decide the next step in the process.

Leona motioned to fund the brochure production for the Marcia Car and the motion died with no second.

The Board reviewed the advertising package submitted by KRAI and Tammie motioned to approve \$1148.00 for the event advertising package. Leona seconded. Discussion was held regarding how to best use the ad spots and targeting the hunters in the area was thought to be the best use of the radio time. The motion passed 6 to 1 with Kerry Moe voting no.

Bryce Jacobson motioned to approve the second option of the budgeted numbers for \$158,400.00. Leona questioned whether there would be opportunity to look at each line item individually. It was discussed that this was a roadmap for the Board going into 2012. Leona seconded the motion and the motion passed unanimously.

The advertising contract for the lighted sign at the Yampa Valley Regional Airport was expired. The YVRA was giving the MCTA a credit of \$636.00 due to the construction. The board reviewed two contract options and Bryce motioned to extend the contract for 6 mos at \$1272.00 after the credit was applied. Tammie seconded and the motion and it was unanimously passed.

Discussion was held regarding the relocation of the MCTA office from the Museum. The discussion was tabled until the next meeting to allow for more time to get concrete lease numbers.

Melody stated that she would like to have a committee to review the policies and procedures to be sure that they are up to date. No volunteers stepped forward and no action was taken.

The Director's report was given on the following:

- Congratulations to the CNCC on their new campus opening
- Update on the Gateway interpretive sign progress with the NWCCHT
- Update on the presentation to the YVRA Commission
- Update on the partner update given to the CMEDP Board regarding our website action.
- Informed the Board of a meeting with Linda Hill of Hill Aevium in Edwards on September 20 to discuss the marketing projects.
- Informed the Board of a CORA request and reported that it has been filled.
- Informed the Board of Gena Hinkemeyer's resignation. Discussed options from HR and that the use of volunteers were acceptable to the County.
- Discussed the current MOU with the Chamber/City/County and were informed that the Chamber has reviewed and revised and would be ready to present that in the Chamber's regular meeting September 8<sup>th</sup>.
- Shared statistics and assistance numbers and asked for ideas from the board how they would like to see those kept

A partner update email was shared with the Board from the CMEDP.

Kandee moved to adjourn meeting at 1:43p.m.

*Minutes prepared by Melody Villard and submitted by email for review on September 19, 2011*

Next regular meeting: 11:00am. October 5, 2011

*Approved November 2, 2011*