

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.

Visit Moffat County / Moffat County Tourism Association

Sub-Committee Meeting Agenda

VISITOR Readiness Committee

SNOW Board Room 775 Yampa Avenue

Craig Colorado 81625 1:58 PM – 2:52 PM.

Wednesday, October 7th, 2020

1:58 PM Introductions & Conflict of Interest Disclosures

Way-Finding Signs

- Discuss the success of the 2020 project
- Begin priority list of future signs
City of Craig & Moffat County ~ Town of Dinosaur
- City of Craig / discuss **entrance signs** (4)
- Signs in County

Community Branding

- Discuss Chaos Ink Style Guide
- Discuss the use of the Community Logo

Sub-Committee Adjournment: AT 2:52 PM

NOTE: Visit Moffat County/MCTA Regular Committee meeting agenda begins at 3:00 PM



Next regular MCTA Board of Director's meeting: Wednesday, October 14th, 2020

VISION STATEMENT

Moffat County is a premier tourism destination for people to live, work, and play in Colorado's Great Northwest.

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Committee Meeting Agendas

Visitor Show Room 775 Yampa Avenue

Craig Colorado 81625 3:00 – 4:58 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, October 7th, 2020

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

Public Comment Period #1

Marketing Committee – Shannon Moore

- Craig Press / Sheli Steel – Opportunities for 2021
- ½ page ads for 2021 Designs for consideration
- Go Travel Sites / Chris Newton – Destination Partnership Development [Go-Colorado.com]
- THE GREAT WEST Report and \$1K invoice

Projects Committee – Larry Hoover/Chairman

- CRAFT 201 River Access Map
- Jerod Smith Northwest District Manager / Colorado State Land Board Recreation Lease Requirements, Yampa Valley Trail & New 2020 Hunting opportunities
- Black Mountain Brochure
- Dinosaur Welcome Center Report
- Festival of Trees – November & December

Strategic Planning – John Husband / Chairman

- 2021 Yampa Building Lease
- National Garden of American Heroes Proposal
- Board Discussion – 2021 Colorado Big Game Hunting Season Dates

Public Comment Period #2

Visit Moffat County / MCTA Meeting Adjournment: **Approximately 4:58 PM**



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