

Tourism Council Monthly Meeting
Tahlequah, OK 74464
Teleconference via ZOOM
Join Zoom Meeting
Meeting link TBD
Meeting ID TBD
Thursday, July 9, 2020 @ 8:00 am

Mission: Develop and implement tourism promotion strategies and leverage partnerships to maximize economic growth for the area.
Vision: Foster tourism as a mechanism for economic growth in the Tahlequah area by showcasing our unique heritage, culture, natural beauty and small town charm.

Genny Maiden Lodging/Lake Tenkiller, Chair	Traci Huggins/Hotelier, Vice Chair	Callie Chunestudy/Heritage Center, Secretary
Dana Boren Boer, NSU	Austin Spears, Illinois River	Beth Cohenour, Illinois River
Lesa Daniels, Cherokee County	Diane Rutland, Lake Tenkiller	Brandi Ross, CNB Museums
Candy Jarvis, Tourism	DeAnna Hammon, City of Tahlequah	Clyde Smith, Restaurateur
Seth Clark, NSU	Gena McPhail, Tourism Director	
Tim Bradshaw, Tourism Coordinator	Kin Thompson, NSU	Austin Patton, CN Community Tourism

Agenda

1. Call to Order @
2. Roll call & Guest Introductions
3. Discussion & possible action on Minutes (Callie Chunestudy)
4. Discussion & possible action on Financials (Genny Maiden)
5. Discussion & possible action on Mobile Tourism Center (Genny Maiden)
- Team Updates
 - Interior & Exterior Design (Dana BorenBoer)
 - Mechanical & Body Work (Candi Jarvis)
 - Event & Operational costs (Traci Huggins)
 - Marketing, Website & Social Media (Gena McPhail)
 - Success Measures, Overall Plan & Budget (Genny Maiden)
6. Discussion & possible action on Mobile Tourism Center call for art (Callie Chunestudy)
7. Discussion & possible action revised Website (Alex McBride)
8. Discussion & possible action on Strategic Planning Meeting October 20, 9 – 3 (Genny Maiden)
9. Discussion & update on tourism campaign for Mayor (Genny Maiden & Gena McPhail)
10. Tourism Coordinator’s Update (Tim Bradshaw)
11. Tourism Director’s Report (Gena McPhail)
12. Committee Update (Gena McPhail)
 - Marketing (Dana Boren Boer/Kin Thompson), next meeting August 18 @ 3:30 pm
 - Community Engagement (Callie Chunestudy/Austin Spears), next meeting Sept. 1 @ 11:30 am
 - Leadership (Genny Maiden), next meeting July 28 @ 11:00 am
13. New, Unforeseen & open discussion
14. Announcements
15. Next Tourism Council meeting August 13 @ 8:00 am (ZOOM & in person options)
16. Adjourn @

Meeting Packet documents

- Meeting Agenda	- June Meeting minutes	- Mobile Tourism Center update
- Contact List Council members	- Financial Scorecard/Reports	- Tourism Director’s Report/Mkt. Calendar



**TAHLEQUAH AREA
TOURISM COUNCIL**

*Standing Committee, Tahlequah Area Chamber of Commerce
Partner, Tourism Department*