

Meeting Minutes

Tahlequah Area Convention and Visitors Bureau Regular Meeting
Thursday, April 12, 2018 @ 8 a.m.
Tahlequah Chamber of Commerce
123 E. Delaware St., Tahlequah, Okla 74464

1. Call to Order/Roll Call 8:01am Present: Kin Thompson, Rusty Clark, Genny Maiden, Callie Chunestudy, Diane Rutland, Nate King, Candy Jarvis, Austin Spears, Traci Huggins, Mercedes Goins. Not present: Bayly Wright, Marcus Olive, Kirsti Cook, Dave Fowler.
2. Introduction of Guests: Cindy Morris, Jami Murphy.
3. Discussion and possible action on the Minutes from the March 8, 2018 regular meeting –
 - a. One correction, date for 2018-19 Officers and committee members “Genny will have list of openings in March April”
 - b. M:Genny Maiden, 2nd: Austin Spears, Motion passed, minutes accepted
4. TACVB Director's Report (Mercedes Goins)
 - a. Mercedes gave a presentation of our current website and its functions. Well received by committee.
 - b. Mercedes to change info on Visit Widget about river management from OSRC to GRDA.
5. Discussion and possible action on tourism Financials (Genny Maiden) M: Callie Chunestudy, 2nd: Austin Spears; Motion passed, financial report accepted.
6. Update, discussion and possible action on 2018 CARHARTT BASSMASTER College Championship (Mercedes Goins)
 - a. Dates confirmed for July 19-21
 - b. Sponsorship forms are ready for dissemination
 - c. Ice prices for keeping live fish cool are being looked at, so far the best price is Reddy Ice (quote in meeting packet) State Farm Insurance may be a sponsor to cover this cost.
 - d. A contract with between BASSMASTER coordinators and Tour Tahlequah has not yet been finalized. Cindy and Mercedes to work on this. No funds have been transferred for the event.
7. Update, discussion and possible action on Visit Widget (Mercedes Goins)
 - a. Testing on Visit Widget available Friday, April 13. Ready to Launch by Red Fern (April 27). Mercedes reported that working with the Visit Widget staff on our app has been excellent.
8. Update, discussion and possible action on Red Fern Festival (Mercedes Goins)
 - a. Research on making the most of promo items was done and found that post cards would be an effective too at our tour Tahlequah booth this year.
9. Update, discussion and possible action on staff computer resolution (Cindy Morris/Mercedes Goins)
 - a. Total Chamber/Tour Tahlequah computer and network overhaul is estimated at \$6500. Funds lacking are \$1050
 - b. Genny recommends moving \$1050 from Video Services line to Computer System line.
 - c. Motion to move funds M; Rusty Clark; 2nd: Callie Chunestudy; Motion passed, budget to be amended
10. Update, discussion and possible action on staffing (Cindy Morris/Mercedes Goins)
 - a. Cindy Morris is in discussions with Chamber Executive Committee on staff structuring
 - b. Will remain working with Cherokee Nation and NSU, utilizing interns
 - c. All participants to be interviewed for appropriateness of placement
 - d. Suggestions made were to also utilize OK Workforce and possibly high schools for potential intern candidates.
11. Update, discussion and possible action on hospitality seminars (Cindy Morris/Mercedes Goins)
 - a. Cindy would like to implement a two fold training for business owners and their employees.
 - i. 1. “Get to Know Tahlequah” Orientation
 - ii. 2. Customer Service Training
 - b. Work with community engagement committee to coordinate
 - i. Utilization of visitors guides and promotional items in this area

12. Update, discussion and possible action on recommendation for MVC (Mobile Visitors Center) (Mercedes Goins/Marcus Olive)
 - a. Marcus not present
 - b. It was brought to the committee's attention that there would be several interested buyers in the MVC, general consensus of the committee is that it would not be advisable to expend any more funds on this project.
 - c. Cindy to assess the City's process for selling property. Sealed Bids?
 - d. Further discussion on this when process is defined.
13. Update, discussion and possible action on visitors guide (Cindy Morris/Mercedes Goins)
 - a. Contract will be revised and Cindy will present to Chamber at their next meeting
14. Update on HB1012XX (Cindy Morris/Mercedes Goins)
 - a. Bill was rescinded
 - b. Cindy suggested a government relation committee be formed to generate answers to the public on various government issues that come up.
15. Committee Reports
 - a. Marketing/MVC (Kin Thompson/Mercedes Goins)
 - i. Steven Wright provided video for OTRD Corporate Road Show.
 - ii. (Ice prices for keeping live fish cool are being looked at, so far the best price is Reddy Ice (quote in meeting packet) State Farm Insurance may be a sponsor to cover this cost.
 - iii. GTAA to sponsor \$2500 to the BASSMASTER event
 - iv. Next Meeting, Tuesday, April 17, 2018 3:30
 - b. Community Engagement (Rusty Clark)
 - c. Governance/Finance (Genny Maiden)
 - i. Finance: Chamber board approved 2018-2019 budget, moves to City for final approvals
 - ii. Hotel/Motel tax collections - through March ahead of last year by \$300
 - Update on 2018-2019 Officers and Committee members
 - Recommendation for officers: vote to approve during May meeting
 - Genny Maiden - Chair
 - Traci Huggins - Vice Chair
 - Bayly Wright - Treasurer
 - Callie Chunestudy - Secretary
 - Committee members - no changes
16. New/Unforeseen
17. Chamber Update (Cindy Morris)
18. Announcements
 - a. This Saturday is 'Junk' day at the transfer station, various large trash items can be dropped off for free
 - b. This Saturday, grand opening for new skate park, free hot dogs for skaters in the contest
 - c. GTAA Fish Fry June 13, 5:30pm
19. Adjourn M: Callie Chunestudy 9:15

Signed: _____

Callie Chunestudy, TACVB Committee Secretary

Date: _____

4-30-18