

Tahlequah Area Convention and Visitors Bureau
Regular Meeting Minutes
April 13, 2017

Genny Maiden (Treasurer, in absence of the Chair) called the meeting to order at 8:06am.

Committee Members present: Genny Maiden, Amanda Pritchett, Diane Rutland, Rusty Clark, Marcus Olive, Thomas Gardner (Interim Director). No quorum was established.

Guests present: Monica van Donkelaar (Blue Fern Bed & Breakfast), Callie Chunestudy (Curator, Cherokee Heritage Center), Anna Knight (Chamber Board), Dana Boren-Boer (Marketing Subcommittee Chair), Laura Doss (Chamber Director)

Thomas Gardner, Interim Tourism Director, gave the Director's report. The bike summit work is continuing. He is also working on new town maps. About 800 volunteers participated in the My Tahlequah cleanup and NSU's Big Event. The Chamber lobby visitor center remodel is underway, and new racks are set to be installed as soon as the floors are done. Tour Tahlequah will participate in the Red Fern Festival with the Mobile Visitor Center. Tote bags with printed information will be distributed. The Turnpike for Tahlequah benefit concert will be this weekend. 1,200 tickets were sold, and half were out-of-town visitors. It is expected that \$30,000 profit will be raised for Habitat for Humanity. Tour Tahlequah invested \$1,000 and received 12 tickets. Six were given away in a contest, and the other six were given to Pete Henshaw, NSU's photographer, who will shoot the event and provide the CVB with pictures that we own. Over the course of the contest, Tour Tahlequah garnered 1,300 new emails to add to the mailing list.

The minutes from March 9th and the financial statements for February and March were reviewed. No vote was taken due to lack of quorum.

The marketing committee gave an update on the Mobile Visitor Center. They met with Ghost Kustoms last week. A written summary of the meeting was presented for the record. Dana Boren-Boer suggested that after the Red Fern Festival, we get a trailer to bring the truck back to the Chamber (or designated storage place), and then take stock of the work that has been done and open future work on the MVC to multiple bids. The group agreed with the suggestion. Laura indicated that she had a place to store the vehicle and could borrow a trailer to use. Ghost has not yet signed a contract for Phase I of the project, which is set to be completed by Red Fern Festival. The group asked Thomas to approach Ghost to have him sign the summary of what was agreed to at the subcommittee meeting. Thomas indicated that he would visit Ghost this afternoon.

Ed Fite arrived, and a quorum was established.

Diane Rutland made a motion to approve the minutes from the March 9th meeting. Second by Rusty Clark. Motion passed unanimously.

Diane Rutland made a motion to approve the financial statements from February and March. Second by Rusty Clark. Motion passed unanimously.

The slate of new committee members was presented for approval. Callie Chunestudy, Candy Jarvis, Kirsti Cook, and Bayly Wright were nominated for the 2017-18 year. Ed Fite will also continue on the

board as a GRDA representative. Rusty Clark made a motion to accept the slate as presented. Second by Diane Rutland. Motion passed unanimously.

The slate of officers for the 2017-18 fiscal year was also presented. The slate included Kin Thompson as Chair, Rusty Clark as Vice Chair, Amanda Pritchett as Secretary, and Genny Maiden as Treasurer. The slate will be voted on at the next meeting.

Thomas asked the group for permission to request a Cherokee Nation Summer Youth Employment Program worker for this summer. Cherokee Nation pays the wages for the youth worker(s), who work 40 hours a week for a limited period of time. The committee agreed to approve the request.

The group discussed the possibility of hiring another intern, as the current two interns will be leaving in May. The wages are already in the budget, and there were no objections.

The governance and marketing subcommittees had no further reports.

The community engagement subcommittee is looking at possible cost savings for the promotional video. He is looking at working with multiple people on the design, and the length will be shortened to a few minutes.

We reviewed the marketing plan, and Thomas updated the group on the progress line by line.

Laura Doss gave the Chamber report. Applications are being accepted for the Assistant Director through the end of April, and interviews will begin the first week of May. A shrimp boil is happening May 20th, and there are opportunities for sponsorships. The Chamber banquet is now being planned, and efforts are being made to include lake and river businesses.

Diane announced her appreciation that Thomas and Laura attended the Greater Tenkiller Area Association meeting yesterday and offered good input. Thomas has linked the two web pages, which is helping with sharing tourist information.

Amanda announced that the Murrell Home will be hosting their annual May Day Celebration the first Saturday in May. An education day for schools will take place the day before.

Rusty made a motion to adjourn the meeting. Second by Genny. Genny adjourned the meeting at 9:23am.

Submitted by Amanda Pritchett, Secretary