

Tahlequah Area Convention and Visitors Bureau
Regular Meeting Minutes
January 14, 2016

Donna Tinnin called the meeting to order at 8:09am.

Board Members present: Amanda Pritchett, Genny Maiden, Kin Thompson, Diane Rutland, Donna Tinnin, Kate Buster, Dana Boren-Boer, Melissa Harris (TACVB Director), Bree Long (Chamber Director)

Guests present: David Fowler (Murrell Home Historic Site), Monica van Donkelaar (Blue Fern Bed & Breakfast), Amy Nickel (Sequoyah State Park)

Melissa gave the Director's report. The staff has been working on consistent Facebook postings, including bird watching in the area. Tahlequah is bidding to be a host city for the Oklahoma Municipal League's training program on June 3, 2016. Tour Tahlequah will have a presence at the Tulsa Boat Show at the GTAA booth. The Western Hills Winter Bluegrass Festival is this month, and we are promoting our hotels to their visitors. The State of the Community address will be on March 10th. We will be applying for Redbud Awards in the following categories: Outstanding Event, Best Social Media Campaign, Outstanding New Event, and Outstanding Lodging Property.

Bree Long gave the Chamber report. There will be a ribbon cutting at Dominos Pizza today. The Young Professionals will meet on January 21st. The Chamber Audit is now available on the website. The Chamber Banquet has been moved to June 28th at the NSU Ballroom. Legislative Focus dates have been set.

Kin Thompson made a motion to approve the minutes from the December 10, 2015, meeting. Second by Genny Maiden. Motion passed unanimously.

Dana Boren-Boer made a motion to approve the financial report. Second by Kate Buster. Motion passed unanimously.

Amanda Pritchett made a presentation to the group about the George M. Murrell Home Historic Site's upcoming Antique Agriculture Festival, which will be held October 7-9, 2016. She requested \$2,660.00 from the CVB to be used for marketing for the event, including print advertising, radio spots, and social media. The group agreed to support the event financially as a sponsor. The marketing committee will discuss further how to stretch the dollars and report back to the group with a recommendation of a sponsorship amount.

The group discussed the www.tahlequah.recovers.org project to help businesses on Highway 10 recover after the December flood. Melissa presented the plan to GTAA, and they are willing to be a partner on the project. The website is active now. Melissa will be communicating with the river and lake operators and building relationships. My Tahlequah and local media will promote the program.

The Governance, Finance, and Community Engagement Committees had no report.

The Marketing Committee is working on the fold-out Tahlequah Visitors Guide and doing targeting ad selling.

Dana Boren-Boer made a motion to enter Executive Session. Second by Genny Maiden. The group entered executive session the Tourism Director's employee evaluation.

Donna Tinnin made a motion to reconvene the regular meeting. Second by Dana Boren-Boer.

Kin Thompson made a motion to approve Melissa Harris' employee evaluation. Second by Genny Maiden. Motion passed unanimously.

ALHFAM (Assn. for Living History, Farm and Agricultural Museums) will be bringing an international conference to town in 2018 with approximately 500 people and is meeting with NSU to provide housing.

Donna Tinnin reported that the downtown cultural district will be writing a development grant with Art Place for artistic crosswalks for the historic, retail, and North End districts.

Kin Thompson made a motion to adjourn the meeting. Donna Tinnin adjourned the meeting at 9:50am.