

Tahlequah Area Convention and Visitors Bureau

Regular Meeting Minutes

July 13, 2017

Meeting was called to order at 8:05 a.m., by Genny Maiden, presiding for Kin Thompson.

Roll call was given and the following were present: Genny Maiden, Diane Rutland, Bayly Wright, Callie Chunestudy, Rusty Clark, Kirsti Cook, and Nancy Garber and were a quorum. Ed Fite arrived at 8:10 a.m.

Monica van Donkelaar of Blue Fern Bed & Breakfast, Anna Knight from the Chamber Board and Laura Doss, Chamber Executive Director were present as guests.

Thomas Gardner, Interim Director of the TACVB gave his report. Since the RFP process is on the agenda with possible action, Thomas opted to discuss it later in the meeting. TACVB Visitors Guides were distributed by Daniel King to marinas and other businesses around the lake. Many updates have been made to the website to improve aesthetics and functionality. He said that the entire website just needed to be freshened up and there were parts of it that were lacking in general and were fixed with new design work. Print design work discussed were ads sent to the Green Country Living Magazine and the Lake Tenkiller guide. Nancy Garber asked that the website address be added to the new design pieces. Genny mentioned that that having both Truly Tahlequah and Tour Tahlequah on the same ad was confusing and there was discussion that the Marketing Committee would revisit. Nancy announced that the Marketing Committee discussed hiring Ben Smithee as a consultant for \$1500 per month and that he may have other ideas also.

After discussion, a motion was made to approve the Minutes of the June 8, 2017 regular meeting by Callie Chunestudy, and seconded by Diane Rutland. Roll was called: Genny Maiden, yes; Diane Rutland, yes; Bayly Wright, yes; Callie Chunestudy, yes; Rusty Clark, yes; Kirsti Cook, yes; Ed Fite, yes; Nancy Garber, yes. Motion passed 8-0

Discussion was held on the financials with Bayly finding an uncleared deposit from 12/16. This would not change the totals but it was asked for Thomas to correct the issue and report back next month. With that discussion, Nancy Garber made a motion to accept the financials and the motion was seconded by Bayly Wright. Roll was called: Genny Maiden, yes; Diane Rutland, yes; Bayly Wright, yes; Callie Chunestudy, yes; Rusty Clark, yes; Kirsti Cook, yes; Ed Fite, yes; Nancy Garber, yes. Motion passed 8-0.

During discussion of the Request for Proposal process, Thomas presented the RFP with the instructions and sponsorship application, without the post event information printed on the form. Genny asked that the post event information be printed on the form for "old school" people and to remind the requester that the information is due. Thomas said that if they submit the post event info electronically it would be easier to capture rather than data entry. It was agreed that would be the case but that the post event information would be printed on the form for this first test year. In addition, Anna Knight asked about funding the grants throughout

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the year and suggested next year do an annual RFP process to help with distribution of funds. After discussion Nancy Garber made the motion to approve the RFP process and form with the post event information added and the motion was seconded by Callie Chunestudy. Roll was called: Genny Maiden, yes; Diane Rutland, yes; Bayly Wright, yes; Callie Chunestudy, yes; Rusty Clark, yes; Kirsti Cook, yes; Ed Fite, yes; Nancy Garber, yes. Motion passed 8-0

Discussion was held regarding the TACVB 2017-2018 subcommittees. They were briefly described and new members were asked to choose a subcommittee, and other members were encouraged to continue on their subcommittees or choose new ones, but get involved.

Committee Reports, Genny submitted a report of the Hotel/Motel sales tax collected last fiscal year, totaling \$132,249 which was a 5.63% increase. Nancy reiterated that the decision to hire Ben Smithee would go back to committee to be finalized along with the Truly Tahlequah campaign. Rusty collected the Community Engagement surveys and explained that they would be used to determine the areas of focus for the educational video. Also it was an exercise to see how much we know about tourism around the area.

Upcoming Events: Movies in the Park - July 15<sup>th</sup> and 29<sup>th</sup>, Tenkiller Poker Run - July 29<sup>th</sup>, and Big Jims - August 11<sup>th</sup> -12<sup>th</sup>.

Laura Doss submitted her Chamber Report beginning with the progress with the Mobile Visitor's Center. She has spoken to an attorney about the situation with Ghost. She is now getting dollar amounts, a timeline and other information for the attorney. The lawyer thinks that the Phase I plan is the contract that we would adhere to. In addition, vendors for which Ghost had outsourced work had presented bills for said work to the Chamber. Both have been contacted and informed they would have to get their money from Ghost, as he has already been paid. We also need formal bids for the attorney to compare the labor and cost that someone else would have charged verses what Ghost claims. He also wants minutes from meetings where the work Ghost would do was discussed. Before anything is filed, intent to seek legal counsel must be approved by the chamber board. Ghost has been paid \$12,500 and we paid \$1850 for the truck. Once we get bids to get the bids for cost and completion date, we can start a media campaign for sponsors. The MVC also needs to be garaged so we need to find a solution for that.

Thomas then wanted to revisit Mercedes' pay rate. It was decided that he should discuss that with Laura and then bring it to the committee. No pay increase could be given unless approved by the Chamber Board. Genny asked Laura how the search for a new assistant director was going. Laura said that the plan she had did not work out so she was back to square one.

Drew Haley, Thomas and Laura met with a student who does outreach at NSU. He wanted to do an event downtown for NSU students after school starts. One plan was a Snapchat scavenger

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hunt with downtown vendors and end in Norris Park where they will have a DJ and hangout. Looking at more ideas to create event for all students rather than just freshmen.

Thomas is working on local FAM trips for the staff to familiarize them with local merchants and vendors.

Guns n Hoses Blood Drive July 18<sup>th</sup> & 19<sup>th</sup>

5 after 5 @ Circle of Care July 20<sup>th</sup>

Ambassador Meet and Greet at the Flying Weasel 5:30 pm August 14<sup>th</sup>

No unforeseen business.

Callie announced July 29<sup>th</sup> the Heritage Center will have an event with artists making prints of their works for patrons to take home free. 10a-2p.

Submitted by Rusty Clark, Vice Chair,  
for Amanda Pritchett, Secretary