

Tahlequah Area Convention and Visitors Bureau  
Regular Meeting Minutes  
June 8, 2017

Kin Thompson, Chair, called the meeting to order at 8:05am.

*Committee Members present:* Rusty Clark, Genny Maiden, Amanda Pritchett, Diane Rutland, Kin Thompson, Tonia Weavel, Ed Fite, Thomas Gardner (Interim Director). Quorum was established.

*Members-elect present:* Candy Jarvis, Callie Chunestudy

*Guests present:* Monica van Donkelaar (Blue Fern Bed & Breakfast), Laura Doss (Chamber Director), Mercedes Goins (CVB Intern), Anna Knight (Chamber Board)

Thomas Gardner, Interim Tourism Director, gave the Director's report. Social media has been steadily gaining followers. Red Fern Festival is coming up next weekend. Green Country Marketing Association's Annual Meeting will be held in Tahlequah on June 22<sup>nd</sup>. The website has been updated with a page where brochures can be viewed online, which is expected to curb printing and distribution costs. Thomas is looking for volunteers to work the CVB booth during Red Fern Festival. Brochures have been distributed along the river, and staff introduced themselves to the outfitters. Staff plans to return to the river and take promotional photographs during the summer season. TMSA has requested that the CVB help host some free seminars on website marketing.

Genny Maiden made a motion to approve the minutes from the April 13th meeting. Second by Diane Rutland. Motion passed with 5 yeas and 1 abstention.

Thomas announced that the financials were late coming in this month, so the bank statement was not available by meeting time. Copies of the current budget were distributed.

A draft of the marketing committee's event support proposal guidelines and request form were distributed. The group discussed what financial and/or other information was needed from the applicants. It was decided that committee members would review the forms and provide feedback to Thomas before the next meeting.

Laura and updated the group on the Mobile Visitor Center. Ghost Kustoms is still in possession of the engine and transmission for the vehicle. Ghost has billed the CVB for another \$6,000 in addition to the \$12,000 already spent. Laura believes that the billed work has not been completed. Laura has a meeting with him on Monday to negotiate the bill back to zero and recover the engine and parts.

The Chamber Banquet is June 27<sup>th</sup>. The CVB has nine tickets available. Four of those will be given to representatives from the Murrell Home, this year's Redbud award winner. The remainder will be divided among CVB members and guests.

Mercedes Goins left the room at the request of the committee. The group discussed hiring Mercedes, the current CVB intern, as the Destination Marketing Coordinator at 20-24 hours per week for the 2017-18 fiscal year. The group agreed to recommend Mercedes for the position at \$9.00 an hour, with the expectation that the salary would be revisited again and possibly raised. The Chamber board will make the final decision on hiring and salary.

The Governance/Finance subcommittee distributed organization information packets to members, including Rules of Operation, marketing plan, and relevant organizational documents.

The Marketing subcommittee approved this year's \$1,000 sponsorship of the Cherokee National Holiday. Next year, that event will go through the RFP process.

The Community Engagement subcommittee distributed a survey to committee members asking for feedback on top attractions in town to be used in the promotional video. Members are asked to return the surveys by next month's meeting.

Laura Doss gave the Chamber report. Leadership 21 and the Youth Leadership Academy are both taking applications now. Chamber staff is working on plans for the banquet, and auction items are needed. A ribbon cutting will be held at the hospital helipad for the FirstFlight air ambulance service.

Tonia Weavel will be rotating off the committee at the end of June. The group presented Tonia with a card in recognition of her service.

Diane announced the Greater Tenkiller Area Association's fish fry and annual meeting is Wednesday, June 14<sup>th</sup>.

Tonia announced that Dr. Charles Gourd has been hired as the new Executive Director at the Cherokee Heritage Center. They are hosting an event on June 12<sup>th</sup> to connect with river and lake businesses.

Tonia made a motion to adjourn the meeting. Second by Genny. Kin adjourned the meeting at 9:30am.

Submitted by Amanda Pritchett, Secretary