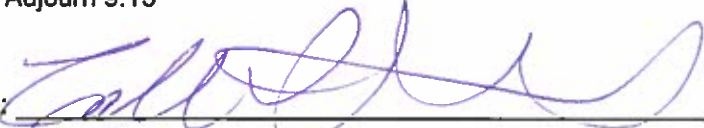


10. Update, discussion and possible action on recommendation for MVC (Mobile Visitors Center) (Mercedes Goins/Marcus Olive)
  - a. Marcus will set a time to take the MVC out to the spot for the committee to see what it looks like in person
  - b. How much will maintenance be? Concerns about graffiti
  - c. Current ads sold can be reallocate to Bassmaster or put on the MVC as static ads.
11. Update, discussion and possible action on revising the timeline for Visitor's Guide (Mercedes Goins)
  - a. Only 11 businesses have committed so far and the deadline is currently April
  - b. Recommendation to advise Thomas Gardner to push production to later in the year. Sell more ads June 1 – September 15, considering buy in from summer business operators. Printing in late fall early winter. Guide would be for 2019-2020 and run two full years
  - c. Cindy Morris to provide recommendations for revisions to ad sales packet and contract
  - d. Motion to follow above recommendation "b." – M: Genny Maiden, 2<sup>nd</sup>: Bayly Wright, Motion passed. Mercedes will discuss new strategy with Thomas
12. Committee Reports
  - a. Marketing/MVC (Kin Thompson/Mercedes Goins)
    - i. Next Meeting Monday March 12 @ 3:30
  - b. Community Engagement (Rusty Clark)
    - i. State of the Community is today at 11:30
  - c. Governance/Finance (Genny Maiden)
    - Update on 2018-2019 Officers and Committee members
      - o Genny will have list of openings in March
13. New/Unforeseen
14. Chamber Update (Cindy Morris)
15. Announcements
16. Adjourn 9:15

Signed: 

Date: 3-8-18

Callie Chunestudy, TACVB Committee Secretary

**Meeting Packet documents**

- |   |  |
|---|--|
| <input type="checkbox"/> Monthly meeting Agenda 3/8/18 regular meeting                  | <input type="checkbox"/> Disbursement worksheets Jan 2018                      |
| <input type="checkbox"/> Meeting Minutes for 2/8/18 regular meeting                     | <input type="checkbox"/> Disbursement worksheets Feb 2018                      |
| <input type="checkbox"/> TACVB Director's Report  | <input type="checkbox"/> Budget Tracking spreadsheet                           |
| <input type="checkbox"/> Bank statement & Reconciliation Jan 2018                       | <input type="checkbox"/> 2018-2019 Budget recommendation (provided at meeting) |
| <input type="checkbox"/> Bank statement & Reconciliation Feb 2018 (provided at meeting) | <input type="checkbox"/> Committee Contact List                                |

## Meeting Minutes

Tahlequah Area Convention and Visitors Bureau Regular Meeting  
Thursday, March 8, 2018 @ 8:00 am  
Tahlequah Chamber of Commerce  
123 Delaware Tahlequah, OK 74464

1. Call to Order/Roll Call Present: Kin Thompson, Rusty Clark, Genny Maiden, Callie Chunestudy, Diane Rutland, Bayly Wright, Marcus Olive, Nate King, Austin Spears, Traci Huggins, Mercedes Goins. Not Present: Candy Jarvis, Kirsti Cook, David Fowler
2. Introduction of Guests and Cindy Morris, TACC Executive Director – Cindy Morris, Anna Knight, Jami Murphy
3. Discussion and possible action on the Minutes from the February 8, 2017 regular meeting. M: Genny Maiden, 2<sup>nd</sup>: Rusty Clark; Motion passed, minutes accepted
4. TACVB Director's Report (Mercedes Goins)
  - a. Osage County Tourism Forum – Mercedes attended and would like to come up with strategies to better capitalize on tribal (Cherokee Nations) relations.
  - b. Staff is waiting to implement email changes while staffing and technology changes are implemented
5. Discussion and possible action on summary of tourism recommendations/topics approved by Chamber
  - Resignation of Aubrey Valdez, Tourism Assistant Director
  - Mercedes Goins appointed Tourism Interim Director
    - o Mercedes has agreed to take this position until her move in July
  - Melissa Harris reimbursement for weebly
  - \$10,000 from carryover fund to support BASS Master Tournament
    - o Chamber has approved, proposal has moved to the City for approval
  - Visit Widget implementation
    - o Chamber approved, implementation will begin and the program should roll out in 4-6 weeks.

Pending:

  - Budget modification Intern wages & promotional items (missed inclusion in Feb. Chamber meeting)
    - o Will be presented in March Chamber meeting
6. Discussion and possible action on tourism Financials. (Genny Maiden) M: Callie Chunestudy, 2<sup>nd</sup>: Diane Rutland; Motion passed, financials approved.
7. Discussion and possible action on 2018-2019 Budget recommendation (Genny Maiden)
  - a. 2018-2019 Budget recommendations have been discussed with CVB, Chamber and City. Pending some technology upgrade numbers that may alter but not increase the budget (162,000), motion was made to approve and submit to Chamber and then city before the city deadline in April. M: Nate King, 2<sup>nd</sup>: Rusty Clark. Motion passed, pending tech numbers, CVB Committee approves 2018-2019 Budget recommendation.
  - b. This is the final year of the current 3 year Marketing Plan and Operating Strategy. Later this year, a retreat to create a new plan will need to happen
  - c. Genny was commended for her excellent stewardship of our budget and plans.
8. Discussion and possible action on 2018 CARHARTT BASSMASTER College Championship (Mercedes Goins)
  - a. Stage arrangements at NSU have been made
  - b. Arrangements for live fish release are still being made
  - c. Angler meet and greet are to settle on a date
  - d. Cherokee Landing is the take off point for fisherman, we are still looking for sponsorships for ice, water, and porta-johns
  - e. Traci Huggins with Holiday Inn has donated 5 of the 10 rooms needed to accommodate Bassmaster staff. Tenkiller Lodge has been approached for the remaining 5.
9. Update, discussion and possible action on staff computer issues. (Mercedes Goins/Cindy Morris)
  - a. Cindy Morris has a meeting tomorrow that will provide more insight on cost and hardware/software requirements.