

Tahlequah Area Convention and Visitors Bureau
Regular Meeting Minutes
May 11, 2017

Kin Thompson, Chair, called the meeting to order at 8:04am.

Committee Members present: Rusty Clark, Nancy Garber, Genny Maiden, Marcus Olive, Amanda Pritchett, Diane Rutland, Kin Thompson, Tonia Weavel, Thomas Gardner (Interim Director). Quorum was established.

Members-elect present: Callie Chunestudy, Kirsti Cook, Bayly Wright

Guests present: Anna Knight (Chamber Board), Laura Doss (Chamber Director)

Thomas Gardner, Interim Tourism Director, gave the Director's report. Facebook reach increased the past month, largely due to the flood. The Oklahoma Bike Summit is May 19-20, with the second day being hosted in Tahlequah. Tahlequah will host three rides. The CVB was informed that all of the scheduled softball tournaments have now been moved to Muskogee. Thomas suggested that in the future we have conferences sign a Memorandum of Understanding. The Turnpike for Tahlequah concert was a success and brought in visitors from out of town. The Red Fern Festival has been moved to June 16-17, and the Mobile Visitors Center will be set up there. Thomas will be attending the OTIA Conference next week. The Lt. Governor's Tourism Summit has been booked in Tahlequah for October 30th. The Green Country Marketing Annual Meeting will also be in Tahlequah on June 22nd.

Genny Maiden made a motion to approve the minutes from the April 13th meeting. Second by Diane Rutland. Motion passed with 5 yeas and 2 abstentions.

Thomas presented the financials. It was explained that the bank took \$300 cash out of our account by mistake that was meant for another bank customer. The mistake is currently being rectified. A correction was made to the budget sheet, which was changed from \$2,400 budgeted amount to \$2,375 on the Equipment line item. Genny Maiden made a motion to accept the financial statements as presented. Second by Nancy Garber. Motion passed unanimously.

A draft of the Request for Proposal form was presented. All monies requested for event sponsorship will fill out this paperwork in the future. Committee members will review on their own and give feedback to Thomas by May 17th.

Nancy Garber made a motion to accept the slate of officers for the 2017-18 fiscal year as presented at the previous meeting, including Kin Thompson as Chair, Rusty Clark as Vice Chair, Amanda Pritchett as Secretary, and Genny Maiden as Treasurer. Second by Marcus Olive. Motion passed unanimously.

Kin updated the group on the Assistant Director search. The first round of interviews have been completed, and the second round will be tomorrow at the Cherokee Arts Center. The search has been narrowed to two candidates.

The 2017-18 budget has been submitted to the City and is in the process of being integrated into their budget.

The CVB has hired a new intern, Mercedes Goins. She works Monday through Thursday until the fall semester starts. The Cherokee Nation Summer Youth Employment worker is set to start the first week in June.

The Mobile Visitors Center is now back in our possession. Phase I has been completed and signed off by Ghost Kustoms. The paint job has been completed. A large Ghost decal is on the back and will be removed. The TV has been mounted in the large rear window. The motor and transmission are separate from the vehicle, and a repair estimate of \$2500 for the motor and \$300 for the transmission should be able to make it operable. The group decided to start selling ads for the MVC now.

The Governance/Finance subcommittee had no report.

The Marketing subcommittee is working on a plan for where to take the Mobile Visitor Center. The CVB is going to ask Bass Pro Shops for permission to use the tag line "It's in Our Nature."

Community Engagement will be giving the committee members a survey next month of locations to be highlighted in the promotional video. Chamber staff and friends will help shoot and edit video and still photography.

Laura Doss gave the Chamber report. The Shrimp Boil will be held May 20th in the new pavilion. Leadership 21 is now taking applications. There will also be a youth leadership academy program for ten local high school students. The next 5 After 5 is next Thursday at the Cort Mall.

The Chamber Banquet is June 27th, and the CVB will be sponsoring an award. The award will be named the Redbud Award. Surveys will be sent out to the committee to get feedback on nominees.

Nancy announced that GRDA's Indian Summer Festival will be held September 9th at Diamondhead Resort. Marcus updated the group of the status of Hanging Rock after the floods earlier this month. Damage to camps was extensive. Diane commented that the lake levels are still 25 feet above normal, and the marinas are not operable. River and lake operators are hoping to be up and running at full capacity by Memorial Day.

Nancy made a motion to adjourn the meeting. Second by Genny. Kin adjourned the meeting at 9:13am.

Submitted by Amanda Pritchett, Secretary