

Tahlequah Area Convention and Visitors Bureau, Inc.
Regular Meeting Minutes
January 12, 2017

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

Committee Members present: Rusty Clark, Genny Maiden, Marcus Olive, Amanda Pritchett, Diane Rutland, Tonia Weavel, Kin Thompson

Guests present: Monica van Donkelaar (Blue Fern Bed & Breakfast), Laura Doss (Chamber Director), Anna Knight (Chamber Board Member), Dana Boren-Boer (Marketing Subcommittee), Cindy Chanselor (Community Engagement Subcommittee)

Thomas Gardner, Interim Tourism Director, gave the Director's report. Thomas is working to coordinate bike routes around Tahlequah for the Oklahoma Bike Summit, including a short and a long route. The first day of the summit will be held in Muskogee, and the second day will be in Tahlequah. Thomas is looking at possibly adding a third day in Tahlequah to increase overnight stays. The CVB has two interns this semester, Madison Dobbs (paid) and Elizabeth Suarez (unpaid). They will be working on the e-newsletter and website updates. Tride, a rideshare company, will be launching in Tahlequah in February. Thomas is in contact with Ghost Kustoms and is discussing the progress on the Mobile Visitor Center. Body work is being done, and color schemes will be presented to the CVB soon. We will work to sell more ads in the coming month. Two major softball camps and fourteen tournaments have been scheduled for 2017. The CVB will assist with promoting these events. The Muskogee Home and Garden Expo invited Tour Tahlequah to attend, but the committee decided not to participate. Thomas also hopes to spend a bit more of the social media advertising budget on some sponsored Facebook posts and possibly other social media.

Genny Maiden made a motion to approve the minutes from the December 8, 2016, meeting. Second by Tonia Weavel. Motion passed unanimously.

Thomas Gardner presented the up-to-date budget. Kelly Robertson, the Chamber's financial assistant, helped Laura and Thomas put the documents together. Laura requested to meet with the finance committee to answer questions and refine procedures. Tour Tahlequah will be paying part of Kelly's wages for accounting services rendered. Laura presented the Chamber bank statement and reconciliation. It was pointed out that a couple of check numbers were duplicated on the reconciliation detail, and Laura will check on how to correct those.

The group re-capped the outcomes from the Strategic Planning Session. The updated marketing plan for 2017-2019 was provided, as reviewed at the Strategic Planning meeting. Genny and Amanda provided summaries of the goals made for the subcommittees and the committee as a whole.

Laura and Thomas presented 3 quotes for insurance for the Mobile Visitor Center, and 1 quote was still to be received. CNA was the lowest at \$1,119.00 per year. It was decided that the committee would get a few more quotes before making a decision on which coverage to purchase.

Genny provided a draft of the new Rules of Operation for the committee to review and provide feedback, with the goal of approving the document at the next meeting.

Thomas provided options for purchasing an iPad and stand for use in-house and with the Mobile Visitor Center to collect visitor data and payments. Rusty Clark made a motion to purchase an iPad Pro with cell capability and swivel stand at a maximum cost of \$900.00, moving the final cost from "Other Unforeseen Advertising" to "Equipment" in the budget. Second by Diane Rutland. Motion passed unanimously.

No Committee reports were given.

Laura gave the Chamber report. She suggested that Tour Tahlequah should have a table at the State of the Community address next month. The Chamber is putting together their Membership Directory in conjunction with Tahlequah Daily Press with a focus on all tourism businesses (lake, river, restaurants) and highlighted listings for Chamber members. A focus is being placed on harvesting more email addresses for the e-newsletter. This year's Chamber Banquet will highlight each of the Chamber committees, and she would like to show the Community Engagement's promotional video for Tour Tahlequah. The search for a new full-time employee is ongoing. The search committee (Laura, Genny, Dana, Jodeen, Donna, and Kin) met this week. The position was originally advertised as a "Tourism Specialist," but the job description has been retracted and will be reworked with the possible new title of "Assistant Director," pending the results of the Chamber's new staffing plan. Resumes will be accepted through the end of February.

Genny announced that Tulsa Boat Show is coming up Jan. 30-Feb. 8, and she invited tourism entities to work with the Greater Tenkiller Area Association's booth.

Tonia Weavel made a motion to adjourn the meeting. Second by Rusty Clark. The Chair adjourned the meeting at 9:35am.

Submitted by Amanda Pritchett, Secretary