

Tahlequah Area Convention and Visitors Bureau, Inc.
Strategic Planning Meeting Minutes
December 8, 2016

Genny Maiden (Treasurer) called the meeting to order at 9:27am.

Board Members present: Rusty Clark, Nancy Garber, Genny Maiden, Marcus Olive, Amanda Pritchett, Diane Rutland, Tonia Weavel, Melissa Harris (CVB Director)

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

Melissa gave the Director's report. There has been growth in our social media. Nike Sports Camp will be coming June 5th-8th, and the Jennie Finch softball camps (200-250 people) will be coming in October 2017. The Snowflake Ice Rink is open now.

Nancy Garber made a motion to approve the minutes from the November 10, 2016, meeting. Second by Diane Rutland. Motion passed with 6 yeas and 1 abstention.

Melissa provided the bank statement and reconciliation. Marcus Olive made a motion to approve the financials. Second by Nancy Garber. Motion passed unanimously.

Melissa led a discussion to update the committee on the Mobile Visitor Center. The truck has been purchased and tagged. Ghost Mobile Detailing is doing body work on the truck, and it will be getting a new transmission. Two payments have been made to them for new tires, media blasting, the transmission, and the beginnings of a paint job. One ad sale from the Cherokee Heritage Center/Cherokee Nation Cultural Tourism has been secured. Bids for insurance are still in process. We hope to have the exterior finished before Red Fern Festival. A destination and show plan is needed.

Melissa led a discussion on the Marketing Plan 2017-2019. The Marketing Committee did a complete restructure of the marketing plan. The vision and mission statements have been updated. The plan includes priorities, strategies and tactics. The three main priorities include: (1) Deliver a consistent and compelling Tour Tahlequah brand, (2) Educate the community stakeholders on the value of tourism, and (3) Increase awareness of the Tahlequah Area as a Destination of Choice. *(See attached copy of marketing plan for complete list of amendments and changes.)*

Genny led a discussion on how the Chamber and the CVB committee function and work together. The Executive Committee presented a list of questions that they had submitted to Laura Doss and Anna Knight. The CVB reviewed and discussed their answers.

Marcus Olive left the meeting. Ed Fite arrived at the meeting.

Amanda Pritchett led a discussion on goal setting for 2017:

The following items were listed as some of the key accomplishments of the past year:

- Stabilization of the CVB
- Got County Representation on the Committee
- Large Carryover in Revenue Fund – Growth in Fund (22%)
- Mobile Visitor Center

- Social Media Impact
- Brand Momentum
- Training Momentum
- Added a part-time employee
- Printed a successful Visitor Guide
- Completed the Drone Video
- Recruited new events/conferences/conventions to Tahlequah

The group discussed goals for 2017 and prioritized them by Committee. The following goals were listed for each committee, numbered in order of priority. [Laura Doss and Russell Sain left the meeting at the beginning of the discussion.]

Community Engagement (Rusty-Chair, Tonia, Ed, Ben, Donna, Cindy Chanslor)

1. Specific Goals for the committee
2. Stakeholder Education Video
3. Invite more people to Tourism Meetings/Increase Volunteerism.
4. Community Engagement – Education – Cross-Promoting
5. Continue to Reach out to Businesses at River/Lake
6. Community and College attendance

Governance/Finance (Genny-Co-chair, Amanda-Co-Chair, Nate, Anna, Ed)

1. Finalize Rules of Operation
2. Nomination of new members
3. Organizational Calendar “When We Do Stuff”
4. Budget – Anna will work on calendar
5. Mobile Visitor Center Policies & Procedures
6. New Member Orientation Packet (ongoing throughout the year)
7. Explore writing a plan to pass a hotel/motel County-Wide Tax

Marketing (Nancy-Co-Chair, Dana-Co-Chair, Marcus, Kin, Diane)

Ongoing – Implement the current marketing plan, and add the following notes as tasks:

1. Sponsorship/Grant Program
2. Redesign Chamber lobby
3. Explore the possibility of a mascot character for Tahlequah

Each committee will meet and assign a point person for each task assigned to their committee.

Diane made a motion to adjourn the meeting. Second by Amanda. Amanda Pritchett adjourned the meeting at 2:01pm.

Submitted by Amanda Pritchett, Secretary