

Tahlequah Area Convention and Visitors Bureau  
Regular Meeting Minutes  
October 13, 2016

Kin Thompson, Chairperson called the meeting to order at 8:03 am.

Committee members present: Diane Rutland, Marcus Olive, Rusty Clark, Tonia Weavel, Genny Maiden, Kin Thompson, Anna Knight, Laura Doss, Amanda Pritchett (arrived at 8:27). Anna Knight mentioned there is not a need for a Chamber committee to have a quorum to conduct business.

Guests present: Terease Howard (NSU student), Madison Dobbs (NSU student)

Kin Thompson reviewed the Director's report. Information was provided regarding Digital Marketing Reach (Facebook, Twitter, Instagram), October events, Year over year Hotel/Motel revenue increase of 21.7%, summary of projects and activity (e.g. Big Jim's Motorcycle Rally 179 attendees from 7 states, events sponsored in September, Softball Association 4 day event, Tourism email campaign & newsletter). Also highlighted the Medicine Stone Giveaway that reached 48,645 viewers and generated high numbers of comments, likes and shares.

Tonia Weavel made a motion to approve the minutes from the September 8, 2016 meeting. Seconded by Genny Maiden. Motion accepted and approved with 6 yeas.

Kin Thompson reviewed the financial report. The current Bank statement, Reconciliation summary and Hotel/Motel ledger were provided. Diane Rutland made a motion to approve the financials. Seconded by Tonia Weavel. Motion accepted and approved with 6 yeas.

Kin Thompson led discussion regarding Tahlequah Area Convention and Visitors Bureau. Several budget line items should be considered for modification due to the Chamber's President Todd Mutzig's going forward direction for the TACVB committee at the September regular meeting. Some line items to be modified include; D&O Insurance \$1,000, Audit/990 \$4,000, 501c6 Filing Expenses \$1,000. There is also a concern that the budget reflects 30% of funds on marketing (considering marketing is our main focus) as well as clarification needed regarding spending against the Hotel/Motel Fund carryover. The Governance/Finance subcommittee will meet Monday, October 17 at 2:30 PM to review and make recommendation for budget modifications.

Kin Thompson gave an update regarding the Mobile Visitors Center. Suggested the possibility of moving forward more quickly on the renovation of the vehicle. The Governance/Finance subcommittee will review and make a recommendation as part of budget modification process.

Kin Thompson mentioned the need for a website facelift and possibility of contracting the work verses continuing to have Director, Melissa Harris and Marketing Coordinator, Jordyn Patton as the resource to do the work. Chamber Executive Director, Laura Doss mentioned that she is in the process of looking at Chamber Master to revise the Chamber website and suggested that there is an opportunity to integrate the two websites (Chamber website with Tourism tab) to gain some efficiencies with costs and usability. Laura Doss will investigate possibility and provide committee information regarding layout, number of pages and expenses.

[Amanda Pritchett arrived. Genny Maiden stopped taking minutes, and Amanda took over.]

The strategic planning meeting will be held December 8<sup>th</sup> at Terrapin Peak Bed, Breakfast and Beyond from 9:00am-3:00pm. The following topics will be discussed, pending time considerations: The 2015-2017 Marketing Plan; Mobile Visitor Center; 2016-2018 Committee goals; Subcommittee structure; Committee member recruitment; Chamber goals; Rules of Operation; and Budget strategies. Goal setting and Committee structure and function will be prioritized in the discussions.

It was mentioned that Ladies Night Out, Snowflake Ice Rink, and the Christmas Parade are happening soon. The board agreed that Tour Tahlequah should promote them on social media.

Tonia Weavel reported that approximately 2000 people attended Ancient Cherokee Days, and they filmed drone footage that could be used for tourism.

GTAA will be manning a booth at the Tulsa Boat show Jan. 30-Feb. 5.

Amanda Pritchett reported that the first Antique Agriculture Festival at the Murrell Home was a success, drawing about 900 people.

Kin Thompson announced that the Tahlequah Public School Foundation is hosting a glow golf tournament on October 28<sup>th</sup>.

Tonia Weavel made a motion to adjourn the meeting. Kin Thompson adjourned the meeting at 8:57am.

Submitted by Amanda Pritchett, Secretary