

Tahlequah Area Convention and Visitors Bureau, Inc.  
Regular Meeting Minutes  
September 8, 2016

Kin Thompson (President) called the meeting to order at 8:02am.

Board Members present: Nate King, Genny Maiden, Amanda Pritchett, Diane Rutland, Tonia Weavel, Rusty Clark, Ben Bantista, Kin Thompson

Guests present: Todd Mutzig (Chamber President), Anna Knight (Cherokee Nation), Monica van Donkelaar (Blue Fern Bed & Breakfast), Laura Doss (Chamber Executive Director)

Todd Mutzig addressed the board about the status of the CVB as a committee of the Chamber versus a stand-alone entity. He stated that the Chamber and its Executive Board, along with the City of Tahlequah, have requested that the CVB cease its activity toward separating from the Chamber and becoming an independent entity. He believes that the Chamber and CVB goals are the same. Todd distributed an organizational chart for the Chamber including the CVB as a committee of the Chamber. He reinforced that the Chamber President supervises the CVB Director directly. The Chamber Director will ensure that the Tourism Director implements the goals recommended by the CVB board. Todd and Laura reinforced their commitment to being more involved in the CVB's activities.

Marcus Olive and Nancy Garber arrived.

Melissa Harris joined the meeting.

Melissa gave the Director's report. There has been a 21.7% increase in the hotel-motel fund in the past two years. Demographic data was gathered at Big Jim's Motorcycle Rally and is now being compiled. The CVB made contact with Uber Tulsa and submitted a letter requesting to be an expansion of Uber Tulsa. Jordyn Patton, the new Destination Marketing Coordinator, launched a new email newsletter campaign. The campaign will continue with newsletters produced during high tourist seasons. The Medicine Stone Giveaway reached 40,000 people on Facebook. Melissa submitted some ad designs she has been working on.

Genny Maiden made a motion to approve the minutes from the July 14, 2016, meeting. Second by Diane Rutland. Motion passed with 8 yeas and 1 abstention.

Melissa provided the financial report. The current hotel/motel tax ledger and bank statement were provided. Genny Maiden made a motion to approve the financials. Second by Nancy Garber. Motion passed unanimously.

Melissa provided the end-of-year financials for the 12 months ending June 30, 2016.

Melissa suggested that a budget amendment be made modifying the Special Events revenue expense to \$6,105.84 from \$6,575.00. Nate King made a motion to approve the modification as presented. Second by Genny Maiden. Motion passed unanimously.

Melissa discussed several upcoming events in town and suggested that CVB board members participate. The Illinois River Cleanup and 5 After 5 event were emphasized. Volunteers are needed to work information booths at OKsWagen and the Antique Agriculture Festival.

The marketing committee met via email. They plan to have the marketing plan updated in time for the Strategic Planning Meeting in November.

We are working to purchase the Mobile Visitor Center. Sponsorships have been secured in the total amount of \$3,500. Melissa applied for Tahlequah Community Fund grant to help fund the project. It is time to start selling more sponsorships.

The Governance Committee had no report. Continuance of this committee will be discussed at the Strategic Planning Meeting.

The Community Engagement Committee had no report.

Laura Doss gave Chamber report. She made herself available for questions or concerns from the CVB. A direct email workshop will take place on September 14<sup>th</sup>. Anna Knight announced that the Chamber's governance committee is getting ready for an annual review of its bylaws, and the CVB is invited to provide representation on that committee.

Nate King announced that he and the mayor will be participating in a Pie-in-the-face on September 16<sup>th</sup> at Chili's to raise money for St. Jude's Children's Hospital.

Marcus Olive announced that the Blue Note Festival will be held at Hanging Rock this weekend.

The group discussed attendance at the Cherokee National Holiday. The Cherokee Heritage Center was down in numbers, but the powwow had record numbers.

Nancy Garber made a motion to adjourn the meeting. Second by Kin Thompson. Kin Thompson adjourned the meeting at 9:07am.

Submitted by Amanda Pritchett, Secretary