

Tahlequah Area Convention and Visitors Bureau, Inc.
Regular Meeting Minutes
November 10, 2016

Kin Thompson (President) called the meeting to order at 8:00am.

Board Members present: Rusty Clark, Ed Fite, Nancy Garber, Genny Maiden, Marcus Olive, Amanda Pritchett, Diane Rutland, Donna Tinnin, Kin Thompson

Guests present: Joe Lane (Rib Crib), Barbara Girty (Cherokee Heritage Center), Monica van Donkelaar (Blue Fern Bed & Breakfast), Laura Doss (Chamber Director, arrived 8:30am), Russell Sain (arrived 8:30am), Anna Knight (arrived 8:35am)

Melissa gave the Director's report. She is now giving a written report at City Council each meeting. Les Hannah has booked a Nike sports camp that will bring 150-200 attendees to town in June 5th-8th. Melissa is working with Kirsti Cook at NSU to bring the Jennie Finch softball camp to town. Ruffles & Rust Trade show will be coming to town in Fall 2017 and/or Spring 2018. The Oklahoma Bike Summit will be held May 19-20, 2017. Car clubs are being targeted for the winter season. The website is under design changes that will launch on Monday.

Rusty Clark made a motion to approve the minutes from the October 13, 2016, meeting. Second by Genny Maiden. Motion passed with 5 yeas and 3 abstentions.

Melissa reported on the budget. Due to growth, \$76,000 was left in the carryover fund at the end of the last fiscal year (\$51,000 was projected). The budget was updated with firm figures in August, putting some of the carryover into the budget to be used. The extra \$25,000 will be used to fix the Mobile Visitor Center, redo the Chamber lobby, establish an event funding program (directed by the Marketing Committee), and update the website. The budget update was approved at the City Council meeting this past week.

Melissa provided the bank statement and reconciliation. Donna Tinnin made a motion to approve the financials. Second by Genny Maiden. Motion passed unanimously.

The Mobile Visitor Center has been purchased. A ledger has been started for keeping track of its income and expenses. The first payment has been made to Ghost, and the first advertisement has been sold.

Big Jim's Motorcycle Rally and the OKsWagen Festival may not happen again next year, pending decisions by Tahlequah Main Street Association. The CVB would need to decide if it would be in our interest to host them or help in some way. No decision was made, and another discussion will happen at a future date.

The Strategic Planning meeting will be happening at Terrapin Peak Bed, Breakfast & Beyond on December 8th. The Executive Committee is working on the agenda and a list of discussion questions for the Chamber.

Kin Thompson left the meeting at 8:38am. Genny Maiden began presiding over the meeting.

No Committee reports were given. The marketing committee needs to meet before December 8th.

Upcoming events for the town were announced, including Lights-On events, the Christmas Parade, Thompson House Victorian Christmas, Friends & Me Old Time Christmas, and Snowflake Ice Rink.

Laura Doss gave the Chamber report. They are working on the Veteran's Day and Christmas parades. The Chamber is encouraging downtown businesses to stay open during the Christmas parade to let people shop. Santa Claus will be in Norris Park, and there a push for nonprofits to promote themselves by selling or giving away items. The Chamber would like to do off-season Google maps and marketing workshops for the lake and river businesses.

Rib Crib is asking for non-profits to do fundraisers at the restaurant. They are also feeding veterans and active military for free on Veteran's Day.

Diane made a motion to adjourn the meeting. Second by Nancy. Genny Maiden adjourned the meeting at 8:58am.

Submitted by Amanda Pritchett, Secretary