

Meeting Minutes

Tahlequah Area Convention and Visitors Bureau Regular Meeting
Thursday, February 8, 2018 @ 8:00 am
Tahlequah Chamber of Commerce
123 Delaware Tahlequah, OK 74464

1. Call to Order/Roll Call 8:00am Present: Kin Thompson, Rusty Clark, Genny Maiden, Callie Chunestudy, Diane Rutland, Marcus Olive, Nate King, David Fowler, Traci Huggins, Aubrey Valdez Not present: Bayly Wright, Candy Jarvis, Kirsti Cook, Austin Spears
2. Introduction of Guests Mercedes Goins, Anna Knight, Jami Murphy
3. Discussion and possible action on the Minutes from the January 11, 2017 regular meeting. M; Genny Maiden, 2nd Marcus Olive. Motion passed, minutes accepted
4. TACVB Report (Aubrey Valdez) - Narrative unchanged from attachment
5. Discussion and possible action on recommendation from Marketing Committee \$3000 to Main Street for Red Fern Festival (Aubrey Valdez, Kin Thompson) M: Nate King 2nd: Diane Rutland, Motion passed, RFP will be granted and Mercedes will assist in digital and print marketing for Red Fern Festival
6. Discussion and possible action on tourism Financials. (Genny Maiden) M: Callie Chunestudy, 2nd Rusty Clark, Motion passed, financial report accepted
7. Discussion and possible action on Budget Modification (Intern wages & Promotional Items) M: Genny Maiden, 2nd: Callie Chunestudy. Motion passed, the budget modification will next go to the Chamber for approval then the City. Modification will occur when all approvals are received.
8. Discussion and possible action on 2018 CARHARRT BASSMASTER College Championship.
 - a. Sponsorship packet has been developed and is being distributed
 - b. Media is being notified in the local and surrounding areas (Tulsa, Fayetteville, OKC)
 - c. 15K has been committed by CNB
9. Discussion and possible action request \$10,000 from reserve/carryover funds for sponsorship for BASSMASTER Championship (Genny Maiden, Aubrey Valdez) M: Rusty Clark, 2nd: Nate King Motion passed, Recommendation will be taken to the Chamber then the City for approval. Carryover funds will be allocated upon all approvals.
10. Discussion and Possible action on Visit Widget for website (Aubrey Valdez)
 - a. Aubrey walked committee through a visual display of the app/site
 - b. Discussion centered around cost and usability after set up. There is a discount in Feb, \$2500 for set up as opposed to \$4500.
 - c. Motion to proceed based on Marketing Committee recommendation, and Chamber approval. M: Callie Chunestudy, 2nd Genny Maiden. Motion passed, marketing committee will take an in depth look into the numbers and contract and make a recommendation to the Chamber
11. Discussion and possible action on staff computer issues (Aubrey Valdez)
 - a. Motion to approve contingent upon procurement of 2 more chamber member bids or (if no other chamber member vendors exist) fair market comparisons M: Genny Maiden, 2nd: Callie Chunestudy, Motion passed, Aubry will complete the requirements and procure the requested equipment
12. Discussion and possible action on extending extra compensation for Mercedes Goins through July.
 - a. Mercedes has taken the lead on the BASSMASTER event and would like to see that through. She was originally set to leave her position in May. She will be taking a vacation after graduation, but would like to remain with TACVB through the tournament.
 - b. This would amount to 3-4 extra pay periods expended

- c. It was agreed by all that Mercedes' expertise and dedication is very valuable to the TACVB.
- d. M: Genny Maiden, 2nd: Callie Chunestudy, Motion passed, Recommendation will be sent to the chamber for approval. Upon approval, Mercedes will remain employed with the TACVB at her current rate through July, 2018.

13. Discussion and possible action on recommendation for MVC (Mobile Visitor's Center) next steps.
(Aubrey Valdez)

- a. Aubrey doesn't recommend spending any more to complete the original vision for the MVC
- b. Nate King suggested it be retrofitted to be a stationary marketing piece on the way in to town somewhere. (Essentially a 'billboard') And that he knows someone that could weld it closed for us.
- c. Anna Knight stated that the current ads sold could be honored this way. Currently, Cherokee Nation Businesses and Cherokee Heritage Center have purchased ads with the MVC.
- d. Marcus Olive volunteered a piece of his property on HWY 10 near the 62 junction for the site, in return for advertising space. It is a piece of property that could easily be parked in for tourism photo opportunities.
- e. Clare will research the feasibility of these options and cost, further discussion will be had at the next Marketing Committee meeting.

14. Committee Reports

- a. Marketing/MVC (Kin Thompson/Aubrey Valdez)
- b. Community Engagement (Rusty Clark)
- c. Governance/Finance (Genny Maiden)
 - Discussion on 2018-2019 Officers and Committee members
 - o Voting options will be available at the April meeting
 - Discussion on 2018-2019 Budget development
 - o Budget proposal will available at the March meeting for vote and submission to Chamber

15. New/Unforeseen

16. Chamber Update: Anna Knight: Cindy Morris has been hired as the new Chamber Director and will come on board February 20th

17. Announcements – David Fowler announced ALFAM (Association for Living History, Farm and Agricultural Museums) Conference will be held in Tahlequah June 2-6. He's looking for volunteers for several events. Referred to the Chamber as well for volunteer contacts

18. Adjourn M: Callie Chunestudy 9:12

Signed:  Date: 2-2-18
Callie Chunestudy, TACVB Committee Secretary

Meeting Packet documents

- Minutes 1/11/18 regular meeting
- Bank statement & Reconciliation (provided at meeting)
- Disbursement worksheet (provided at meeting)
- Budget Tracking spreadsheet
- TACVB Report (provided at meeting)
- Marketing 1/16/17 Meeting Notes w/attachments
- Committee Contact List