

## Meeting Minutes

Tahlequah Area Convention and Visitors Bureau Regular Meeting  
Thursday, November 9, 2017 @ 8:00 a.m.  
Tahlequah Chamber of Commerce  
123 Delaware Tahlequah, OK 74464

### 1. Call to Order- 8:10 am by Kin Thompson

Roll Call – Committee Present: Kin Thompson, Genny Maiden, Diane Rutland, Marcus Olive, Bayly Wright, David Fowler, Kirsti Cook, Rusty Clark. Committee not present: Nate King, Callie Chunestudy, Candy Jarvis. Also present: Todd Mutzig, Anna Knight, Mercedes Goins. Quorum established

### 2. Introduction of Guests – n/a

### 3. Chamber Update (Todd Mutzig)

- a. Excited that TACVB Hiring committee has selected a Assistant Director candidate for recommendation. Chamber has scheduled a special meeting Tuesday, November 14 to vote on recommendation.
- b. Chamber is conducting a search for Executive Director, lead by Rusty Clark. Plan to close applications on Nov 15 with interviews planned for the week of Nov 27.
- c. Looking forward to future possibilities and becoming even better as an organization.
- d. Asking Stephanie Isaacs to look at workflow and optimum office space for the entire staff.
- e. Chamber is very supportive of the TACVB committee, encourages open door communications. If you have questions ask, don't assume.
- f. Meeting scheduled with office staff scheduled within a week to offer support and discuss next steps.

### 4. TACVB Report (Mercedes Goins) –Written report provided, discussions:

- a. Social media growth slowing due to seasonality
- b. Reviewed upcoming events; Veterans Parade, Ladies Night Out, Third Saturday Living History, Light up the Christmas Season.
- c. Lt. Governor's Travel & Tourism Summit, Rusty & Kirsti recognized Mercedes for awesome job introduction of program and Lt. Governor
- d. Dine Page updated to include link to Facebook & Trip Advisor pages and more photos
- e. Hiring Committee, Interviews complete and hire recommendation
- f. Staff; Madison's last day Dec 8, two candidates to consider. Work toward replacing prior to Dec. 8 to allow time for training.

### 5. Consideration, vote to approve, amend, discussion, or take other action on the Minutes of the October 12, 2017 regular meeting. - Motion: Genny Maiden 2<sup>nd</sup>: Rusty Clark, All yes, Motion passed.

### 6. Discussion and possible action on tourism Financials. (Genny Maiden) – Motion: Rusty Clark 2<sup>nd</sup>: Genny Maiden. All yes. Motion Passed. Discussion

- a. City requesting new process to approve invoices to be paid so they are reflected in minutes as well as Chamber minutes.
- b. Anna to assist with seeking clarification what the process needs to be and what expenditures need extra approval.
- c. Still waiting to get City approval on Budget modification for MVC. Have missed being place on at least two City Council meetings.
- d. Review of Disbursement form invoices.
- e. Ghost Kustoms invoice for \$4,883.86. Our understanding is that the Chamber has already met and decided not to pay and we support their decision.

7. **Discussion and possible action on hiring decision for TACVB Assistant Director. (Kin Thompson)** – Motion: Rusty Clark 2<sup>nd</sup>: Diane Rutland. All yes. Motion Passed
  - a. Presented Cover letter, Resume and Application for Aubrey Valdez
  - b. Hiring committee consisted of Kin Thompson, Genny Maiden, Dana Boren-Boer, Bayly Wright, Mercedes Goins, and Anna Knight.
  - c. Interviewed four candidates down from twenty applications. Entire committee felt strong about Aubrey Valdez as the top candidate. Background check positive, reference checks good.
  - d. Hiring committee members spoke to her skills for the position.
8. **Discussion and possible action on production of Visitors Guide. (Kin Thompson)** – Motion: Marcus 2<sup>nd</sup>: Kirsti Cook. All yes. Motion Passed
  - a. Time to update and reprint Visitors Guide
  - b. Marketing committee recommends outsourcing selling ads, layout and design to local contractor (Elevated Media Marketing).
  - c. Contract to be drawn up no later than Wednesday, November 22 for Todd to review prior to November 28 Chamber meeting.
9. **Discussion and possible action to fill vacancies on the committee.**
  - a. Two open seats due to Ed Fite and Nancy Garber resigning.
  - b. Kin Thompson to contact Austin Spears with Arrowhead Resort
  - c. Kiristi Cook will contact Manager at Holiday Inn regarding interest.
10. **Committee Reports**
  - a. Mobile Visitor Center adhoc committee (Genny Maiden)
    - i. Genny spoke with Steve Guinn from Steve’s Service Shop. He has withdrawn providing assistance to put together estimate for repairs. Stated he is uncomfortable with doing this since he is not the one that took it apart.
    - ii. Marketing committee will revisit go forward plan when new Assistant Director is in place.
  - b. Marketing (Kin Thompson/Mercedes Goins)
    - i. Reviewed meeting notes from Marketing Committee meeting held October 24
  - c. Community Engagement (Rusty Clark) – No update. David Fowler will join this committee
  - d. Governance/Finance (Genny Maiden)
    - i. Previously discussed replacement of two members.
11. **New/Unforeseen**
  - a. Kin discussed need to start to look for new Intern with Madison’s last day being December 8. Reviewed two resumes; Clare Fennell and Bethany Isaacs. Kin, Bayly and Mercedes to interview afternoon of Thursday, Nov. 9 and make recommendation on hire.
  - b. Veteran’s day parade in on course
12. **Announcements**
  - a. Bailey – Lights on December 1
  - b. David – Murrell Home, Open House December 10
  - c. Christmas Parade, December 8
13. **Adjourn – Motion: Genny Maiden 9:30am, Next meeting December 14 @ 8:00 am**

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Genny Maiden, TACVB Committee Treasurer

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Date