

## Meeting Minutes

Tahlequah Area Convention and Visitors Bureau Regular Meeting

Thursday, January 11, 2018 @ 8:00 a.m.

Tahlequah Chamber of Commerce

123 Delaware Tahlequah, OK 74464

1. Call to Order/Roll Call – 8:08AM Present: Kin Thompson, Rusty Clark, Genny Maiden, Diane Rutland, Callie Chunestudy, Marcus Olive, Candy Jarvis, Austin Spears, Kirsti Cook, Aubrey Valdez Not Present: Bayly Wright, Nate King, David Fowler
2. Introduction of Guests – Mercedes Goins (Chamber), Traci Huggins (Holiday Inn), Anna Knight (Chamber), Jami Murphy (City of Tahlequah)
3. Discussion and possible action on the Minutes of the December 14, 2017 regular meeting. – M: Genny Maiden, 2<sup>nd</sup> Rusty Clark. Motion passed, minutes approved
4. Discussion and possible action on tourism Financials. (Genny Maiden) – M: Callie Chunestudy, 2<sup>nd</sup> Genny Maiden, Motion passed, financials approved.
5. TACVB Report (Mercedes Goins/Aubrey Valdez)
  - a. CVB emails to change from @gmail.com to @tourtahlequah.com fees discussed. Emails will be for Aubrey, Clare, Info, and Mercedes
  - b. Aubrey is researching pricing and requesting the committee consider Visit Widget as a promotion and marketing tool. City of Muskogee and State of Oklahoma are currently using this service.
  - c. Green Country Marketing Ad was rolled out and some vendors (Cherokee Heritage Center) were not properly solicited and received unexpected bills. Contracts will be utilized in the future to ensure proper support and buy in.
  - d. Frame for the world map for the lobby is approx. \$100, chamber committee volunteered to donate in the following amounts: Callie \$10, Kin \$10, Friends of Tahlequah (Candy) \$50, Genny \$10, Rusty \$20.
  - e. Several conferences will be held in 2018 that Aubrey would like to represent Tour Tahlequah at. Candy suggested staggering attendance from year to year, and Genny cautioned to keep budget and event timing in mind.
  - f. Weebly account: Melissa needs to be reimbursed from web services line
  - g. MVC: Regarding the ads that were bought by CNB and Cherokee Heritage Center, Anna Knight suggested offering something else (possible Bassmaster sponsorship) in lieu of refunds.
6. Discussion and possible action on TACVB staff email account change (Aubrey Valdez) M: Callie Chunestudy, 2<sup>nd</sup> Genny Maiden, Motion passed, emails will be procured through Godaddy (our current web hosting service)
7. Discussion and possible action on sponsorship of 2018 BASSMASTER College Tournament.
  - a. M: Rusty Clark, 2<sup>nd</sup>: Marcus Olive, Motion passed, CVB will sponsor
  - b. Dates being looked at: July 9-14, 2018 or July 16-21, 2018
  - c. GTAA is fully on board, very excited
  - d. Additional sponsorships will need to be sought out.
8. Discussion and possible action to fill hotelier vacancy on committee. – Traci Huggins, Manager of Holiday Inn. M: Genny Maiden, 2<sup>nd</sup>: Rusty Clark, Motion passed, Traci will join the CVB, Genny will provide her orientation binder etc..
9. Committee Reports
  - a. Marketing/MVC (Kin Thompson/Mercedes Goins)

- b. Community Engagement (Rusty Clark)
- c. Governance/Finance (Genny Maiden)
  - Discussion on 2018-2019 Officers and Committee members
    - o Kin and Genny have committed to remain on the committee, Rusty is taking the Chamber President position in July, recommendations for Chair, Vice Chair etc...
    - o Callie will continue as Secretary
  - Discussion on 2018-2019 Budget development
    - o Feedback on budgetary recommendations requested by Jan 18, 2018
    - o Current Hotel/Motel tax info was just received, it will be sent out

10. New/Unforeseen

11. Chamber Update : 2 applicants are up for interview for Chamber Director

12. Announcements

- a. Candy will be meeting with the Mayor about Hiking Trails
- b. ACT's Plein Air event will happen in conjunction with red Fern again this year

13. Adjourn 9:30am

Signed: \_\_\_\_\_

Date: 1-31-18

Callie Chunestudy, TACVB Committee Secretary

#### Attachments

- Minutes 12/14/17 regular meeting
- Bank statement & Reconciliation (provided at meeting)
- Disbursement worksheet (provided at meeting)
- Budget Tracking spreadsheet
- TACVB Report (provided at meeting)
- Marketing 12/18/17 Meeting Notes w/attachments
- Marketing 1/4/18 Meeting Notes
- Budget Planning documents (provided at meeting)
- Committee Contact List