

Tahlequah Area Convention and Visitors Bureau, Inc.  
Regular Meeting Minutes  
August 11, 2016

Kin Thompson (President) called the meeting to order at 8:31am.

Board Members present: Ben Bantista, Nancy Garber, Genny Maiden, Amanda Pritchett, Diane Rutland, Tonia Weavel, Kin Thompson, Melissa Harris (Executive Director)

Guests present: Anna Knight (Cherokee Nation), Rusty Clark (New County Board Appointee), Russell Sain (Century 21 Wright Real Estate/Chamber Economic Development Chair)

Melissa gave the Director's report. Tour Tahlequah has an Instagram now, and Facebook is growing. OML Leadership Class and Memorial Day Do-Over were held in early August. Jordyn Patton is the new Destination Marketing Coordinator. She is working on an email campaign, and it will begin as a quarterly newsletter. The staff is looking into possibilities for an online training for front line tourist greeters. A new laptop system has been created to allow visitors to input email addresses at events. Tour Tahlequah will have an information booth at Big Jim's Motorcycle Rally. The Illinois River Cleanup will be held September 10<sup>th</sup>.

Genny Maiden made a motion to accept Rusty Clark as the County Appointee to the TACVB board. Second by Nancy Garber. Motion passed unanimously.

Genny Maiden made a motion to approve the minutes from the July 14, 2016, meeting. Second by Tonia Weavel. Motion passed unanimously.

Melissa provided the financial report. The City is holding their financial closeout for fiscal year 2015-2016 until final figures are finished, which should be in the next week or so. A full report on City expenditures and fund balances will be given as soon as that process is completed. We have budgeted \$153,175 for this fiscal year, and we expect revenues to exceed the budgeted amount. Genny Maiden made a motion to accept the report as presented. Second by Tonia Weavel. Motion passed unanimously.

The group discussed the purchase of a 1966 International Harvester truck to use as a Mobile Visitor's Center. Manny from Ghost Kustom Detailing arrived and presented his vision for refurbishing and designing the vehicle. Ghost estimated a maximum cost of \$15,000 in 2017 and \$10,000 for each of the following two years to accomplish the desired body work, technological additions, and finishing work. Diane Rutland made a motion to purchase the vehicle from Laura Doss at a price of \$2,295.50 (\$1800 purchase price, plus \$400 for insurance and \$95.50 for the tag and title), and to begin seeking sponsors to fund future investments into the truck.

Genny Maiden made a motion to table the discussion on 2016-17 Officers for the TACVB Board of Directors until next month. Second by Diane Rutland. Motion passed unanimously.

The Governance Committee presented a proposed copy of Policies and Procedures for the Board. Several pieces of feedback were discussed. The group decided to incorporate the following change: the Executive Director will perform annual reviews for employees. Genny Maiden made a motion to

approve the Policies and Procedures with the suggested edit. Second by Tonia Weavel. Motion passed unanimously.

The group decided to schedule the annual Strategic Planning Meeting for November 10, 2016, after the regular board meeting, at Terrapin Peak Bed, Breakfast & Beyond.

The check for filing fees for the 501(c)(6) filing will be voided but has already been approved through the City, whenever the board is ready to file.

The marketing committee will review the Marketing Plan and have a revised version ready for viewing by the board at the strategic planning meeting in November.

The Chamber report was submitted in writing. Dates for upcoming events were given.

Tonia Weavel announced that the Cherokee Heritage Center's Homecoming Art Show will open August 25<sup>th</sup>. She has also been appointed as the Interim Executive Director.

Nancy Garber made a motion to adjourn the meeting. Second by Genny Maiden. Kin Thompson adjourned the meeting at 10:21am.

Submitted by Amanda Pritchett, Secretary