

Tahlequah Area Convention & Visitors Bureau
Minutes
February 12, 2015

Meeting called to order at 8:09am.

Board Members present: Amanda Pritchett, Dana Boren-Boer, Genny Maiden, Nancy Garber, Donna Tinnin, Tonia Weavel, Ed Fite

Guests present: Melissa Harris (TACVB Director); Stephen Highers (Chamber Treasurer); Jodeen Worth (Chamber Board Member); Dylan Russell (TACVB Intern); NSU Students Breah Boone, Spencer Hall, and David Stephens

Melissa gave the Director's report. The tourism insert into the Chamber Business Directory that will be published in April. Melissa is starting work on a marketing plan and budget for 2015-16. An expo of 260 retail/point-of-sale and arts & crafts vendors will be happening at the Tahlequah event center in mid-October. The Green Country Marketing Assn. board will be meeting at Cherokee Heritage Center on February 19th. Intern Dylan Russell has designed business cards and Red Fern Festival promo materials and updated the website. Daily social media posts have been done. Melissa will become an Associate board member of Green Country Marketing Assn. Two social media giveaways have been done. The OKC Thunder ticket giveaway boosted the Facebook likes by over 100. Holiday Inn Express has donated a night, and KTK has donated a gift certificate. That contest is in progress. Visitor guides were delivered to local entities.

The minutes from the January 8, 2015, were amended to reflect that Tonia Weavel was present. Ed Fite made a motion to approve the minutes as amended. Second by Donna Tinnin. Approved unanimously.

Stephen Highers provided the bank statement, which has been reconciled. Melissa provided a detailed list of budget items that have been spent. \$50,718.31 has been spent so far this fiscal year out of the \$107,900.00 budget. The current balance in the hotel/motel fund is \$62,305.74. Nancy Garber made a motion to approve the financials. Second by Ed Fite. Approved unanimously.

Melissa updated the group on Leadercast, a simulcast leadership event on May 8th. The Tahlequah PAC will be the venue for the program. The expenses are projected at \$10,380.00. 110 tickets need to be sold to break even. The CVB's goal for the event is to begin establishing Tahlequah as a convention destination, with 10 hotel rooms booked and a 10% profit over expenses. Ed Fite made a motion to sponsor the event. Second by Genny Maiden. Approved unanimously.

The board needs to go through the process of appointing new board members to fill vacant seats and replacing members rotating off. Melissa will put together a piece of information with details about the TACVB to provide to potential board members.

The group had a discussion about implementing a committee structure. Four committees were proposed—Executive, Governance, Finance, and Productions. The discussion was tabled pending rules of operation changes on board appointments.

Melissa will decide if we would like to submit applications for the Oklahoma Travel Industry Association's Redbud Awards. Applications are \$25 each.

Ed Fite left the meeting.

Melissa suggested that the CVB sponsor the Red Fern Festival at the \$5,000 level, which would include co-branding and logo identification on promotional materials, t-shirts, radio ads, and the Red Fern website. Statistics will be gathered on hotel visitors by offering a prize to those that return the survey card to the CVB booth. Donna Tinnin made a motion that the TACVB sponsor the Red Fern Festival in the amount of \$5,000.00. Second by Nancy Garber. Approved unanimously.

Tahlequah Public Schools is hosting the state regional Class 5A wrestling tournament in town Feb. 20-21. Holiday Inn Express is having a grand opening on Feb. 24th from 4:30-7:00pm.

Meeting adjourned at 9:45am.