

Tahlequah Area Convention and Visitors Bureau, Inc.
Regular Meeting Minutes
February 9, 2017

Kin Thompson (Chair) called the meeting to order at 8:06am.

Committee Members present: Genny Maiden, Amanda Pritchett, Diane Rutland, Tonia Weavel, Kin Thompson, Rusty Clark. Quorum was established.

Guests present: Thomas Gardner (Interim Tourism Director), Monica van Donkelaar (Blue Fern Bed & Breakfast), Bayly Wright (Tahlequah Main Street), Kirsti Cook (NSU)

Thomas Gardner, Interim Tourism Director, gave the Director's report. We have reached 5,000 likes on Facebook. Tour Tahlequah is continuing to work with the softball tournaments and Oklahoma Bike Summit coming to town. Thomas is in the process of putting together sample itineraries for visitors. The e-newsletter has been revived. The committee discussed the topic and agreed that a monthly newsletter would be more effective and have more quality content than a weekly frequency. The iPad purchase that was discussed at the last meeting was completed and is now in place and being used in the lobby. An app was purchased at the cost of \$20.

Genny Maiden made a motion to approve the minutes from the January 12, 2017, meeting. Second by Diane Rutland. Motion passed unanimously.

The committee was presented with the current bank statement and budget. Genny Maiden made a motion to accept the financials as presented, with the caveat that TACC staff will clarify the reason for the payment of \$1,395.00 (Check #1272) to the TACC on 1/20/17. Second by Tonia Weavel. Motion passed unanimously.

The marketing committee provided an update on the Mobile Visitors Center. Ghost Kustom Detailing will have the truck ready to be trailered and displayed at Red Fern Festival. Color schemes are being discussed. The committee decided not to purchase insurance until the truck was operational and ready to be driven.

Genny Maiden reviewed the latest additions and revisions to the Rules of Operation. Rusty Clark made a motion to adopt the Rules of Operation as revised. Second by Tonia Weavel. Motion passed unanimously.

The committee agreed to fund several submissions for the annual Redbud Awards, sponsored by the Oklahoma Travel Industry Association, as we have in years past. Nominations suggested include Best Brochure or Publication (CVB guide), Outstanding Agritourism Attraction (Murrell Home), Outstanding New Event (Antique Agriculture Festival), and Outstanding Event (Cherokee National Holiday). The group agreed to ask Nancy Garber if she would be willing to write and compile the nominations.

The committee discussed the need to further compensate Thomas Gardner for his current duties as Interim Director of Tourism. Rusty Clark made a motion to give Thomas a \$300 monthly bonus until his duties as interim are complete, and provide him with a \$75 cell phone stipend for use of his personal phone for business activities. Second by Diane Rutland. Motion passed unanimously.

Tonia Weavel made a motion to add the TACVB Treasurer as a signatory on the TACVB bank account. Second by Diane Rutland. Motion passed unanimously.

Genny Maiden announced that the nominating committee has been working on selecting candidates to present to the committee in March to fill vacant seats on the committee. The rest of the group is welcome to continue submitting names for consideration. It was also announced that Ben Batista has resigned the board due to conflicting commitments.

The governance/finance committee reported that they have been working on the Rules of Operation, nominating process, and the budget.

The marketing committee is working on a social media campaign for an "It's in Our Nature" photo contest. The public would submit photos, and those photos would be used for promotional purposes.

The community engagement committee is working on implementing goals from the strategic planning meeting. They are starting work on the promotional video.

It was suggested that all of the committee members email Genny with a list of organizations and business we are involved in.

Laura submitted a written Chamber report, which Thomas presented. The Chamber and Cherokee Nation are in discussions about monetary contributions to the city from the new Cherokee Springs Plaza. The staffing plan is almost finished. Eight members from the TACVB are invited to attend the State of the Community address.

Amanda Pritchett announced plans to use sponsorship money from the TACVB for advertising for the 2017 Antique Agriculture Festival at the Murrell Home. The museum will produce a TV commercial and promote the event through social media.

Rusty Clark inquired as to the cost of billboards in the area and suggested billboard advertising as a possible marketing tool for the TACVB.

Rusty Clark made a motion to adjourn the meeting. Second by Genny Maiden. The Chair adjourned the meeting at 9:44am.

Submitted by Amanda Pritchett, Secretary