

Tahlequah Area Convention and Visitors Bureau, Inc.
Regular Meeting Minutes
July 14, 2016

Kin Thompson (President) called the meeting to order at 8:04am.

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

Guests present: Monica van Donkelaar (Blue Fern B&B), Kendra Bolin (Quality Inn)

Melissa gave the Director's report. Melissa attended two trainings in June—Destination Marketing Principles in Stillwater and Texas Tourism College in Austin, TX. She gave a social media report. Instagram and Twitter are becoming more active. Facebook is over 4000 likes. Our website is now connecting to Google Analytics. Tour Tahlequah is now doing a weekly Facebook Live. A paranormal investigation has been booked for August 13th. Memorial Day Do-Over is August 6th-7th. Several print pieces are being designed. A blog editorial was done on Fiverr.

Genny Maiden made a motion to approve the minutes from the June 8, 2016, meeting. Second by Tonia. Motion passed with 5 yeas and 3 abstentions.

Melissa provided the financial report. The group decided to return to the city the \$850 check that had been issued for 501(c)(6) filing, since the organization is not ready to file yet. Genny Maiden made a motion to approve the financial report. Second by Nate King. Motion passed unanimously.

The marketing committee recommended a \$1500 sponsorship for the 2016 Medicine Stone Festival's bus shuttle system. Donna Tinnin made a motion to sponsor the shuttles at the recommended amount. Second by Nate King. Motion passed unanimously.

Kate Buster has left the board after accepting a position in Oklahoma City. Robert, the assistant General Manager of Holiday Inn Express, was suggested as a replacement for Kate Buster on the board. The group decided to hold the seat vacant for 90 days until Robert's new position was finalized, after which he or another Holiday Inn representative would fill out the remainder of Kate's term. Pete Patel, the Holiday Inn owner, volunteered to sit on the board until the vacancy could be filled with their appointee. Genny Maiden made a motion to fill the seat with a Holiday Inn representative for the remainder of Kate's term, with Pete filling the seat during the interim period until a representative can be appointed. Second by Donna Tinnin. Motion passed unanimously.

The group discussed filling the now vacated Vice President position. The group discussed either selecting Kin Thompson to fill both the President and Vice President positions, or selecting another individual to serve as Vice President. The group agreed that more time was needed to ponder the issue. Donna Tinnin made a motion to table the item until next month's meeting. Second by Nancy Garber. Motion passed unanimously.

Melissa recommended creating a new CVB position by the name of Destination Marketing Coordinator, effective immediately, at a pay rate of \$9.00 per hour, with the employee working 25-30 hours per week. The position is currently in the budget. Nancy Garber made a motion to create the position as recommended. Second by Genny Maiden. Motion passed unanimously.

The Executive Committee and Chamber Executive Director met with Melissa and completed a performance review for Melissa for the first six months of the year. Donna Tinnin made a motion to accept the committee's review, including a \$1,000 increase to Melissa's salary base. Second by Amanda Pritchett. Motion passed unanimously. Melissa will also be completing a time study over the next month to determine the amount of overtime she works, which will assist the board in future decisions about pay increases, in light of the recent labor law changes.

Donna Tinnin made a motion to remove the Bylaws Article VIII, Section 6, regarding video conferencing. Second by Nancy Garber. Motion passed with 7 yeas and 1 abstention.

The marketing committee discussed the possibility of purchasing a vehicle to use as a Mobile Visitor Center, which could be set up at festivals, events, trade shows, etc. Melissa found a 1966 International Harvester that has been listed on eBay. The board discussed the need for wrapping the vehicle, maintenance costs, purchasing insurance, and having a mechanic inspect the vehicle before purchase. The vehicle will also need brake service, a tune up, and new fluids. Genny Maiden made a motion to authorize Melissa (pending Executive Committee confirmation) to enter into negotiations to purchase the truck with the caveat that the total package, including purchase price of the truck, insurance, vehicle wrapping, tag/title, and maintenance, will not exceed \$3,000 for one year. Second by Nate King. Motion passed unanimously.

Kin Thompson reported that he met with Todd Mutzig, the new Chamber President, to discuss the need for the CVB to become a separate entity. We have not received an opinion yet from the City Attorney regarding the legality of separating.

The Governance Committee is working on the third draft of the Policies and Procedures, and a draft is expected for board review by the August meeting.

Nancy Garber announced that the Illinois River Cleanup will be held September 10th.

Diane Rutland suggested that the mission statement be included in the board packet each month.

Melissa will be taking vacation next week.

Nate King made a motion to adjourn the meeting. Second by Nancy Garber. Kin Thompson adjourned the meeting at 9:37am.

Submitted by Amanda Pritchett, Secretary