

Tahlequah Area Convention and Visitors Bureau, Inc.
Regular Meeting Minutes
March 10, 2016

Donna Tinnin called the meeting to order at 8:05am.

Board Members present: Amanda Pritchett, Diane Rutland, Dana Boren-Boer, Genny Maiden, Kin Thompson, Donna Tinnin, Kate Buster, Tonia Weavel, Nancy Garber, Marcus Olive, Melissa Harris (TACVB Director)

Guests present: Monica van Donkelaar (Blue Fern B&B)

Melissa gave the Director's report. Melissa presented all the current guides. We did a combined promotion with Rib Crib and gained Facebook likes and shares for both (2200 engagements, 159 comment/like/shares). We were chosen as Oklahoma Municipal League's host city, and Tour Tahlequah is working on the logistics. Melissa is working on writing for the bike summit as discussed at the last meeting. We submitted 4 Redbud Awards (Red Fern – Outstanding Event; Big Jim's – Outstanding New Event; Holiday Inn Express – Premier Property; Where Are You Wednesday – Social Media Campaign). The Visitor Guide layout is almost finished. Board members were encouraged to attend the citywide Visioning and Planning Session on March 24th.

Genny Maiden made a motion to approve the minutes from the February 11, 2016, meeting. Second by Kin Thompson. Motion passed unanimously.

Kate Buster made a motion to approve the financial report. Second by Nancy Garber. Motion passed unanimously.

Genny Maiden made a motion to make a budget modification in the following amounts: (1) Subtract \$200 from Postage & Shipping, \$400 from Office Supplies, and \$5,300 from Advertising and (2) Add \$5,100 to Administration and \$800 to Membership Training & Travel. Second by Kate Buster. Motion passed unanimously.

The marketing committee recommended a \$1500 sponsorship for the Greater Tenkiller Area Association's July 4th Fireworks Show. Dana Boren-Boer made a motion in favor of the sponsorship. Second by Marcus Olive. Motion passed unanimously.

Melissa presented a proposed budget for the 2016-17 fiscal year. Genny Maiden made a motion to approve the projected 2016-17 budget as presented. Second by Amanda Pritchett. Motion passed unanimously.

The Governance/Finance committee reported that the Tahlequah Area Convention and Visitors Bureau, Inc. has acquired a Federal EIN number from the IRS and the Oklahoma Certificate of Incorporation. Amanda Pritchett is currently working on the application for 501(c)(6) tax exempt status. The next step is to draft bylaws for the new organization. The governance committee will do that work and report back to the board with a draft. The Committee has also finalized the elevator speech.


The Marketing Committee is finalizing the Visitor Guide. The committee will not be recommending any new marketing until the reorganization is final.

The Community Engagement Committee is hosting a Tahlequah TRUE breakfast on March 29th with the hoteliers. Future events will be hosted with restaurants, attractions, and other tourism stakeholders. They are also working on a welcome packets for visitors.

Laura Doss has been hired as the new Chamber Director.

Kin Thompson made a motion to adjourn the meeting. Second by Tonia Weavel. Donna Tinnin adjourned the meeting at 9:04am.

Submitted by Amanda Pritchett, Secretary

 4/14/2016