

Tahlequah Area Convention and Visitors Bureau  
Minutes  
May 14, 2015

Meeting called to order at 8:02am.

Board Members present: Amanda Pritchett, Dana Boren-Boer, Don Nowlin, Genny Maiden, Tonia Weavel, Nate King (new city appointee), Donna Tinnin, Ed Fite; Melissa Harris (TACVB Director)

Guests present: Kin Thompson, Diane Rutland (OK State Parks-Greenleaf), Kate Buster (Holiday Inn Gen. Mgr.), Bree Long (Chamber Director).

Melissa gave the Director's report. A traffic study during Red Fern Festival indicated an increase of 25,896 visitors over the average on the festival weekend. Leadercast had 120 registered and 102 attendees. The net profit for the event was \$964.03. Most participants were from the Tahlequah area.

There was no meeting in April due to the lack of a quorum. Ed Fite made a motion to approve the minutes from the Mar. 12, 2015, meeting. Second by Genny Maiden. Motion passed with 5 yeas and 2 abstentions.

Donna Tinnin made a motion to approve the financial report. Second by Genny Maiden. Approved unanimously.

The group reviewed the final changes to the Rules of Operation that were discussed and proposed at the previous meeting. The major changes included expanding the board to 13 members and removing term limits. It was suggested that Melissa's title be listed as "Bureau Director" for consistency. Genny Maiden made a motion to adopt the Rules of Operation as amended. Nate King seconded the motion. Approved unanimously.

The board discussed the removal of inactive members. It was decided that Dana would contact inactive members and determine their interest in remaining on the board.

Marcus Olive (Illinois River representative/open seat), Kin Thompson (at large/open seat), and Diane Rutland (replacing Don Nowlin as Lake Tenkiller representative) were proposed as new board members. Ed Fite made a motion to elect the three members to the board. Second by Genny Maiden. Approved unanimously.

Donna Tinnin made a motion to sponsor a table for \$650 at Chamber of Commerce Banquet that will be held at the NSU Event Center on June 23<sup>rd</sup>. Second by Genny Maiden. Approved unanimously.

Ed Fite made a motion for the TACVB to sponsor the 4<sup>th</sup> of July Fireworks at Lake Tenkiller for \$1,500. Second by Genny Maiden. Approved unanimously.

Ed Fite left the meeting.

The group discussed partnering with GTAA to produce the Tahlequah Visitor's Guide. Donna, Genny, Melissa, and Kin will form a marketing committee that will form a marketing plan for the TACVB and make a recommendation for the June meeting on the best way to produce the guide.

\$10,075.00 in income has been generated from LeaderCast. Genny made a motion to request to the Chamber to open a new bank account to support TACVB Special Events revenues. Nate seconded the motion. Approved unanimously.

Tonia Weavel made a motion to spend \$1,000 for a two-minute spot to advertise in Fox23 Oklahoma City's "Road Trippin'" TV segment. Second by Genny. Approved unanimously.

Bree Long gave the Chamber Report. Planning is happening for the Chamber Banquet. Oct. 13<sup>th</sup> is Taste of Tahlequah. A membership drive will be taking place, probably in July. New ambassadors are being recruited. RFP's are being acquired for the Chamber audit, which will include the TACVB.

At the June meeting, we will discuss the committee structure for the board.

Dana adjourned the meeting at 9:40am.