

Tahlequah Area Convention and Visitors Bureau
Regular Meeting Minutes
August 10, 2017

Kin Thompson, Chair, called the meeting to order at 8:08am.

Committee Members present: Genny Maiden, Amanda Pritchett, Diane Rutland, Bayly Wright, Callie Chunestudy, Rusty Clark, Kin Thompson, Thomas Gardner (Interim Director). Quorum was established.
Guests present: Laura Doss (Chamber Director), Anna Knight (Chamber Board)

Thomas Gardner, Interim Tourism Director, gave the Director's report. Big Jim's is this weekend. The Green Country Roots Fest is August 25th. Thomas presented some tour itinerary cards by category that will be stocked in the Chamber lobby and local hotels. There will be a new conventions page on the website, and Thomas has been working with Kirsti Cook to include NSU's information. The Lieutenant Governor's Tourism Summit will be in Tahlequah on October 30th. NSU is hosting a Scavenger Hunt for incoming freshmen, and Thomas is helping with some take-home information.

Ed Fite arrived.

Callie Chunestudy made a motion to approve the minutes from the July 13th meeting. Second by Genny Maiden. Motion passed with 6 yeas and 1 abstention.

Thomas announced that the financials were late coming in this month, so the bank statement was not available by meeting time because the new Chamber treasurer had not been in yet to reconcile the statements. Thomas and Laura also indicated that from now on the financial reports would be one month behind but should be reconciled and ready to go at each meeting. The corrections from the previous month were presented, but there were no financials for the current month.

Genny presented an update on the Mobile Visitor Center. The Chamber held a special meeting where they decided that the Chamber President and Counsel would "work to obtain the Chamber's property within the next 30 days that is currently in the possession of Ghost Kustoms; and, that no further payments are due and our contract is paid in full." The Chamber lawyer Steven Wright has contacted Ghost. A statement was released to the media. Laura mentioned that we need a solution for long-term storage. Anna indicated that she believed the Chamber intended to rent a storage unit. Kin will form a subcommittee to work on moving forward with getting the vehicle into working condition. Genny, Callie, Ed, and Rusty agreed to serve on the subcommittee. Thomas will contact a mechanic to help make a list of parts that Ghost still has and send that list as soon as possible to the Chamber President. If the vehicle is ready, it will be at the Cherokee Heritage Center during Cherokee National Holiday.

Thomas has been in contact with Ben Smithee about the marketing campaign project. They had a conference call. Ben requested tourism and marketing information, and Thomas has sent that information. Ben will be sending a survey soon for Thomas to fill out. Another call will be scheduled soon. It is expected to be 4-6 weeks to have a full campaign that can be presented to the CVB. Genny suggested that Thomas confirm that Todd has signed a contract. Genny also requested that Thomas correct a predated invoice that Smithee had sent, since work had not yet begun. Thomas agreed to complete both of these tasks.

The updated RFP form for event sponsorships was presented to the group and is ready to go. It is on the website, and Thomas will be contacting previous awardees to let them know about the new process.

The Governance/Finance subcommittee had no report.

The Marketing subcommittee met. They discussed Ben Smithee and a "Truly Tahlequah" marketing campaign. They will be making an effort to communicate better to the entire committee what decisions they make.

The Community Engagement subcommittee is compiling the committee surveys and will be meeting soon to move forward on the promotional video.

Laura Doss gave the Chamber report. The Chamber is working on the next Leadership class, which is full. Youth Leadership starts August 26th and has 16 participants. Laura is working on board training.

Laura asked the committee to approve overtime for Thomas for Big Jim's. The group agreed that Laura has the discretion to approve the hours. The committee also agreed that Thomas' main role at the event should be to represent tourism at an information booth.

A new information board went up outside the Chamber and is currently being used.

Ed announced that September 9th is the Illinois River Fest at Diamondhead Resort. On August 19th the City of Tahlequah is hosting the Tahlequah H₂O Fest.

Callie announced that August 25th is the Homecoming Art Show opening. Traditional cultural activities will be held at the W.E.B. community building on August 19th.

Genny made a motion to adjourn the meeting. Second by Amanda. Kin adjourned the meeting at 9:13am.

Submitted by Amanda Pritchett, Secretary