

Tahlequah Area Convention and Visitors Bureau

Regular Meeting Minutes

February 11, 2016

Donna Tinnin called the meeting to order at 8:04am.

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

Guests present: Jordan Patton (CVB Intern)

Melissa gave the Director's report. Jordan has been working on Facebook, and it continues to grow. Melissa has started target audience lists. She has been working on advertising and design for the visitor's guide. We are bidding for the 2017 Oklahoma Bike Summit. The bid for the Oklahoma Municipal League 2016 Host City has been sent, and Melissa believes we have a good chance of being chosen. She reported on some legislation that is currently pending in the state legislature that could potentially affect tourism. SB 1206 would provide the possibility of developing tourism district improvement funds.

Kin Thompson made a motion to approve the minutes from the January 14, 2016, meeting. Second by Kate Buster. Motion passed with 8 yeas and 3 abstentions.

Genny Maiden made a motion to approve the financial report. Second by Dana Boren-Boer. Motion passed unanimously.

Dana Boren-Boer made a motion to support the Murrell Home's Antique Agriculture Festival in the amount of \$2,000.00 for promotion of the event. Second by Kin Thompson. Motion passed with 10 yeas and 1 abstention.

The Governance committee worked on revising the "elevator speech" to be used for promoting Tour Tahlequah as an entity. The board discussed revisions and agreed on a final draft. The committee is also beginning the process of applying for 501(c)6 status, with the goal of completing the process by June. Nate King has stepped down as governance committee chair, and Genny Maiden and Amanda Pritchett have agreed to co-chair. The Governance and Finance committee have been combined. The committee will meet Feb. 23<sup>rd</sup> at 3:00pm to discuss next year's budget.

The Marketing Committee still needs 5 shopping or service advertisers for the visitor guide. The group divided the work to contact remaining potential advertisers.

The Community Engagement Committee worked the Tulsa Boat Show.

The Chamber Banquet is set for June 28<sup>th</sup>. Laura Doss has been appointed as a 90-day interim director while searching for a permanent Executive Director.

Tonia Weavel announced that Tahlequah is hosting the Statewide Regional Wrestling tournament with 16 teams on February 19-20.

Donna Tinnin announced that the Cherokee National Holiday is attempting to add a fishing tournament the weekend before Labor Day.

Kin Thompson made a motion to adjourn the meeting. Second by Kate Buster. Donna Tinnin adjourned the meeting at 9:12am.