

## Meeting Minutes

Tahlequah Area Convention and Visitors Bureau Regular Meeting  
Thursday, October 12, 2017 @ 8:00 a.m.  
Tahlequah Chamber of Commerce  
123 Delaware Tahlequah, OK 74464

1. Call to Order- 8:25am  
Roll Call – Committee Present: Kin Thompson, Genny Maiden, Diane Rutland, Marcus Olive, Bayly Wright, Callie Chunestudy, David Fowler. Committee not present: Nate King, Nancy Garber, Kirsti Cook, Candy Jarvis, Rusty Clark. Also present: Laura Doss, Anna Knight, Mercedes Goins.
2. Introduction of Guests – n/a
3. TACVB Report (Laura Doss) –Written report provided, discussions:
  - a. Small discrepancy in Destination Green Oklahoma price. Actual cost \$2512.00 as opposed to budget line \$2211.00. Since we recoup the whole cost, it is just a reporting concern. Will be amended in the budget.
  - b. Mercedes is finalizing Lt. Governor’s summit with NSU/Sodexo. Kin Thompson attended the summit in Guymon and suggested limiting the catering to basic finger foods as that was what was most popular at the Guymon summit. Suggested to invite surrounding area chambers and Green Country staff.
  - c. V-dubs/Antique Ag: Genny inquired if there was a sense of hotel stays resulting from these events. No concrete numbers, but a few people were identified giving a sense of at least a small amount of ‘heads in beds’. Mercedes was able to attend both events and cross-promoted the events.
  - d. In addition to the Chamber blog page that Madison is working on, Mercedes is producing a newsletter.
4. Consideration, vote to approve, amend, discussion, or take other action on the Minutes of the Sept 14, 2017 regular meeting. - M: Genny Maiden 2<sup>nd</sup>: Bayly Wright, Majority yes, 1 abstention: Diane Rutland. Motion passed.
5. Discussion and possible action on tourism Financials. (Genny Maiden) – M: Callie Chunestudy 2<sup>nd</sup>: Genny Maiden. All yes. Motion Passed
  - a. Discussion: Still waiting for numbers from city accounting for actual amounts. Laura will be meeting with city staff on Monday and will inquire. A few line item expenditures were clarified.
6. Discussion regarding interim staff/volunteer task assignments. –
  - a. Amendment to attachment, Mercedes will receive \$120 bonus on each paycheck for extra duties, rather than the proposed \$100.
7. Discussion regarding status of hiring TACVB Assistant Director. -
  - a. About 20 applicants, Meeting to discuss applications and choose candidates for interview will be Monday October 16<sup>th</sup> at 3:30pm. Mercedes to email resumes to committee to look over beforehand.
8. Discussion regarding resignation of Ed Fite and possible replacement candidates.
  - a. – Possible nominees: Austin Spears with Arrowhead Resort. Hotelier? Laura to check with Holiday Inn again.
9. Consideration, vote to approve, amend, discussion, or take other action on the Sevenstar Gala sponsorship (Callie Chunestudy) –

- a. Opted to decline, not in line with mission of CVB

#### 10. Committee Reports

- a. Mobile Visitor Center adhoc committee (Genny Maiden)
  - i. Laura spoke with ICTC staff and the project was not in their scope. We have consulted Steve's Service Shop and he will put together an estimate for repairs for the committee to look at before deciding how to move forward. Kin mentioned a previous suggestion of purchasing a running vehicle and switching bodies as an option. Ghost has submitted another invoice for approx. \$5800.00 This is on the Chamber agenda.
- b. Marketing (Kin Thompson/Mercedes Goins)
  - i. 2 options for Visitor's Guide. In house, or through GCM. Marketing will decide at next meeting. Are we ready to sell ads?
  - ii. Snap chat seems to be a beneficial tool for specific events and we'll continue to utilize.
  - iii. Sponsorship of \$700 to ACT for the Arts, Arts Council Fundraiser Event was approved
- c. Community Engagement (Rusty Clark) – n/a Rusty Absent
- d. Governance/Finance (Genny Maiden)
  - i. Replacing of Ed Fite's seat on the committee, suggestions/nominees welcome.

#### 11. Chamber Report (Laura Doss)

- a. Has a class coming up for chamber members to make sure their web information is correct
- b. NORA is approaching, Disney Institute has confirmed a customer service session
- c. Veteran's day parade in on course

#### 12. New/Unforeseen – n/a

#### 13. Announcements

- a. Bailey – R100 Archery Event at the Joe Thornton Archery Range April 21 & 22 7:30am-3:00pm. We should look into assisting in promotion. It's a well attended, nationally traveling event.
- b. Marcus – Siloam Springs is doing some interesting things and we should check it out. Downtown, Kayak Park..
- c. Diane – We should plan a bus tour or series of them for the committee to get familiar with all of our businesses, lake, town, and river.

#### 14. Adjourn – M:Genny Maiden 9:20am