

Tahlequah Area Convention and Visitors Bureau, Inc.  
Regular Meeting Minutes  
May 12, 2016

Donna Tinnin called the meeting to order at 8:14am.

Board Members present: Ed Fite, Nancy Garber, Genny Maiden, Marcus Olive, Amanda Pritchett, Kin Thompson, Tonia Weavel, Donna Tinnin, Melissa Harris (Executive Director)

Guests present: Cordelia Dixon (Blue Feather B&B), Monica van Donkelaar (Blue Fern B&B), Laura Doss (Chamber Director)

Melissa gave the Director's report. She presented the new visitor guide. The OML Leadership Training plans are in the works, and we are responsible for the cost. The BEST Coalition will be funding lunch, and the city has waived the fee on the AMC. Tahlequah was not awarded the 2017 Bike Summit (250 cyclists) for Friday, but we did get Saturday due to the Trail of Tears bike trail. We have the option of publicizing accommodations to them. Jordyn is moving to a part-time position, 4 days per week. The Stillwater CVB is hosting a Destination Marketing Principles Seminar on June 20<sup>th</sup>-21<sup>st</sup>. Melissa plans to attend and encouraged board members to attend if interested. Donna, Kin, and Melissa are attending the Oklahoma Conference on Tourism on May 16<sup>th</sup>-17<sup>th</sup>. The TACVB is co-oping an ad in Destination Oklahoma.

Kin Thompson made a motion to approve the minutes from the April 14, 2016, meeting. Second by Genny Maiden. Motion passed with 6 yeas and 1 abstention.

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

Genny Maiden proposed a bylaws amendment regarding videoconferencing. The group decided to get more information and continue the discussion and possibly vote in June.

Melissa proposed doing a 45-second spot with Fox 25 (OKC)'s Road Tripp'n segment and a website presence at a cost of \$1,000 from this year's advertising budget. Kin Thompson made a motion to approve the expenditure as presented. Second by Nancy Garber. Motion passed unanimously.

Donna reported on the progress for the 501c6 filing. The Chamber and City would both like more information on the benefits of the CVB becoming a stand-alone entity. Genny will have a draft of the Policies and Procedures in the next week.

The Governance/Finance and Marketing committees had no report.

The Community Engagement committee has visited the River outfitters and is planning to visit the lake area.

Laura Doss gave the Chamber report. The Chamber is doing a series of four Google workshops, and more types of workshops are being planned for the future. The 5 After 5 networking event will be held every third Thursday at various locations around town. The Cherokee Springs golf course and Armstrong Bank will be co-hosting the May event. The Chamber Banquet is being planned for June 28th, and silent auction items are needed.

Amanda Pritchett reported that the Murrell Home's May Day Celebration brought in about 750 visitors and grew from last year.

Melissa handed out a marketing piece from Green Country about their multi-county program.

Nancy reported that the Scenic Rivers Commission will be placed under the GRDA.

Genny Maiden made a motion to adjourn the meeting. Second by Nancy Garber. Donna Tinnin adjourned the meeting at 9:50am.

Submitted by Amanda Pritchett, Secretary

 6/9/2016