

**Latimer County Tourism Trust Authority (LCTTA) Board Meeting  
Minutes of June 10, 2016**

The LCTTA Board met June 10, 2016 at the Chamber of Commerce Meeting Room. The meeting was called to order at 9:39am by Chairwoman (CH) Maryellen Mooney. Roll call indicated all Board members present as well as Executive Director (Dir) Tamra Tilley and Clerk Lori Chrestman.

**3. Adoption of Agenda:**

Rep Thomson moved to adopt the agenda which was seconded by VC White.

The vote taken:

CH Mooney Yes   VC White Yes   Mr. Thomson Yes   Ms. Juarez Yes   Ms. Mings Yes

The motion passed.

**4. Approval of May 13, 2016 Regular LCTTA Board Meeting Minutes:**

CH Mooney noted on Page 2, Para 9.B. Old Business, Grant Policy, line 6, the phrase, “Latimer County Board of Commissioners” should be changed to read, “Latimer County Board of County Commissioners”.

VC White moved to approve the May 13, 2016 LCTTA Regular Board Meeting Minutes with stated change; Rep Thomson seconded the motion.

The vote taken:

CH Mooney Yes   VC White Yes   Mr. Thomson Yes   Ms. Juarez Yes   Ms. Mings Yes

The motion passed.

**5. Approval of May 20, 2016 LCTTA Special Board Meeting Minutes:**

The following changes were suggested:

Page 1, #2, Line 1, Change “KOCC” radio to read, “KCCO” radio.

“ “ Line 5, Change “Dir Tamra Tilley” to read, “Rep Wade Thomson”.

“ “ Line 10, Change “Erin McAdams” to read, “Erin McDaniel”.

Page 2, #3, Line 8, Change “Ms. Till” to read, “Ms. Tilley”.

“ “ Line 28, Change “policy chance” to read, “policy change”.

“ “ Line 30, Change “out bucks” to read, “our bucks”.

“ “ Line 44, Change “a book” to read, “a binder”.

“ “ “ Change “has inside” to read, “contains”.

VC White moved to approve the May 20, 2016 LCTTA Special Board Meeting Minutes with stated changes; Rep Thomson seconded the motion.

The vote taken:

CH Mooney Yes   VC White Yes   Mr. Thomson Yes   Ms. Juarez Yes   Ms. Mings Yes

The motion passed.

## **6. Financial Report**

Dir Tilley stated there are several purchase orders (POs) open due to the number of June events which have not yet happened. Payment will be made upon completion of the event. There was a discussion pertaining to the POs on page 3 with no amounts. It was determined that each PO should have an encumbered amount shown. Dir Tilley stated those POs were assigned when she did not have the precise amount available: she will update as soon as possible.

CH Mooney stated the Financial Report was accepted as presented.

## **7. Public Comment:**

VC White stated Red Oak has a two-day event planned for July 4<sup>th</sup> with a “Hee Haw” performance in the school July 1; movies in the park; and fireworks on 2 July. The posters will be distributed next week with details.

## **8. Discussion and Possible Action Concerning Web Advertising:**

Dir Tilley stated Mr. Sockey is doing a great job which is evident by the number of people looking at the website as well as by the increased number of visitors to the Chamber who mention the website as their initial source of information.

## **9. Discussion and Possible Action Concerning Grant Applications:**

Mayor Stephen Brinlee submitted a Grant Application for support of the Fireworks for July 4 at Lake Carlton, Robbers Cave State Park (RCSP). He stated the City and Chamber of Commerce had worked together several years to raise the \$10,000 for the contract with Rainbow Fireworks through various methods in the community. Methods include requesting donations from Wilburton businesses and residents, a boot drive, and requesting funds from LCTTA. The down payment of \$3,000 was forwarded and the contract signed.

A discussion followed in reference to the Fire Permit and the need to be approved by both local and State authorities. He stated the Fire Permit approval was delayed this year as initially there was an issue with the date of the fireworks: Rainbow Fireworks wanted to move the date from July 4 due to lack of available personnel while RCSP wanted the date to remain July 4. Once the issue was resolved and the date was set as July 4, the permits were requested.

CH Mooney asked the amount of the total budget and the amount RCSP is contributing. The RCSP budget has been cut by the State and they are unable to donate; however, they host the event and supply manpower and supply supporting events such as the bouncy houses, a band, vendors, etc. A discussion followed reference the sponsor: this year it's City and Chamber of Commerce with the event being held at RCSP; next year the event will be a Chamber of Commerce event held at RCSP. Suggestions were made for possible fund raising projects such as selling tee shirts, asking attendees for donations, and not charging to get in, but charged to leave (said in jest).

A discussion was held concerning amount to be approved. Note: The agenda erroneously states Grant Request is for \$2500; Application does not specify an amount. Rep Thomson ask the disposition of the collected amount over the needed \$10,000 to which Ms. Mings stated a separate Fireworks account is open at Latimer State Bank and all donations remain in the account with this year's excess donations to be used for 2017.

VC White moved to approve \$3,000 for the July 4, 2016 Fireworks display at Carlton Lake. Rep Thomson seconded the motion.

The vote taken:

CH Mooney Yes   VC White Yes   Mr. Thomson Yes   Ms. Juarez Yes   Ms. Mings Yes

The motion passed.

## **10. Old Business:**

### Grant Policy.

CH Mooney stated that recent experiences made her think it prudent to add to the policy the statement, “No advertising within \_\_\_\_miles of Latimer County.” A discussion followed with the points made:

- While the goal is to promote visitors from locations that will give us “heads in beds”, it is difficult to know where best to advertise, to market our events.
- DA Henry recommended a consultant be hired to recommend advertising locations; however, the Choctaws also give recommendations based on demographic research. Their advice will not cost LCTTA anything, while a consultant could be expensive.
- Choctaws provided the City with the local demographics a year ago: Mayor Brinlee stated he thought the Board would find it helpful and he will share the document.

CH Mooney suggesting tabling the subject until after discussion with a consultant.

VC White moved to amend the LCTTA Policy Statement to reflect the new paragraph: “*Grant application packets should be submitted to the Latimer County Tourism Executive Director no less than two weeks in advance of the LCTTA Board Meeting at which the application will be considered, suggested to be at least 60 days prior to their event. This provides adequate time for the LCTTA Board, acting under authority of the Latimer County Board of County Commissioners, to consider their request*”. Rep Thomson seconded the motion.

The vote taken:

CH Mooney Yes   VC White Yes   Mr. Thomson Yes   Ms. Juarez Yes   Ms. Mings Yes

The motion passed.

CH Mooney discussed the contents of each packet given to grant applicants. It was determined each packet should contain: Policy Statement, Grant Application, and Evaluation Scoring Sheet. It was suggested the packet with the new Policy Statement be forwarded to representatives of the What About Bob Chuck Wagon Race, Robbers Cave State Park, the Oklahoma Kids, and Main Street.

Rep Thomson suggested the documents also be available on the website. Dir Tilley agreed and will ensure they are on LCTTA, Chamber of Commerce and Main Street websites.

## **11. New Business:**

A. Discuss Travel Show Dates. Rep Thomson stated Choctaw Nation has paid for spots at scheduled travel shows and will partner with LCTTA Board to attend with them. He will email to the Clerk the dates and she will, in turn, forward to the Board members for determination of who can be scheduled for each listed date. CH Mooney stated she would like for us to be represented at every trade show listed.

B. Discuss Hiring of Consultant.

VC White moved to table the action until the July meeting to give time to gather more information. Rep Thomson seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Thomson Yes Ms. Juarez Yes Ms. Mings Yes

The motion passed.

C. Letter of Resignation from Rep Juarez. Rep Juarez submitted her Letter of Resignation effective immediately due to a job change that will not permit time for her to serve on the LCTTA Board.

CH Mooney stated she regretfully accepted the Letter of Resignation. Rep Thomson stated he regretfully moved for the LCTTA Board to accept it. Ms. Mings seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Thomson Yes Ms. Juarez Yes Ms. Mings Yes

The motion passed.

D. New Board Member. VC White suggested Christie Paxton as the new Latimer County District 3 Representative as Ms. Juarez’s replacement. Ms. Paxton works at the Rural Water District Office. This action will be on the July Board Meeting Agenda.

**11. Adjourn:**

Rep Thomson moved to adjourn the meeting with CH Mooney seconding the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Thomson Yes Ms. Juarez Yes Ms. Mings Yes

The motion passed.

The meeting adjourned at 11:07 am.

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Maryellen Mooney, Chairwoman

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Jodie White, Vice-Chairwoman

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Wade Thomson, District 2

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Melissa Juarez, District 3

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Mae Mings, Secretary/Treasurer