

**Latimer County Tourism Trust Authority (LCTTA) Board Meeting  
Minutes of August 19, 2016**

The LCTTA Board met August 19, 2016 at the Chamber of Commerce Meeting Room. The meeting was called to order at 9:40am by Chairwoman (CH) Maryellen Mooney. Roll call indicated four representatives (rep) present with exception of Secretary Mae Mings who was absent due to illness. Also in attendance were 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. Paxton Yes Ms. Mings Absent

The motion passed.

**4. Approval of July 8, 2016 Regular LCTTA Board Meeting Minutes:**

Rep Thomson moved to approve the July 8, 2016 LCTTA Regular Board Meeting Minutes. VC White seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Thomson Yes Ms. Paxton Yes Ms. Mings Absent

The motion passed.

**5. Financial Report**

Dir Tilley stated all received invoices are paid.

CH Mooney stated the Financial Report was accepted as presented.

**6. Public Comment:**

A. VC White presented information received concerning "RFD TV" schedule of advertising rates and terms which includes an attractive deal of four (4) event promotions for \$2500. She stated the ads would play nationally as this channel is on satellite and cable networks. The group discussed the popularity of the channel as well as the cost effectiveness especially if shared by 2 organizations such as LCTTA (Chuck Wagon races?) and Robbers Cave State Park (Fall Fest? Antique Tractor Show?) Main Street and Chamber of Commerce.

CH Mooney commented the option is not instead of, but in addition to, the current advertising options available to each organizations.

B. Dir Tilley discussed the Main Street event, "Keep It Neat" Golf Tournament on 20 Aug 16.. Twenty-One teams have registered which breaks down to two flights of nine teams each: one flight ends at noon and the other at 4pm. While happy with great response, she also is concerned about having enough carts and the length of time required to complete tournament.

C. Rep Thomson distributed a flyer announcing free half-day training on 2 September by Connie Morris, "What to Do to Push Economy". It should be good information that could be helpful for Latimer County.

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

Dir Tilley stated she continually forwards information to be added to the website to Ron Sockey and he immediately adds it. She has added the list of available rental properties to all three websites: LCTTA, Main Street, and Chamber of Commerce. Her feedback includes favorable comments from citizens and a call for event information from someone who visited the website. VC White stated she needs to add more Red Oak events to the websites to advertise such as Veterans Day parade and Christmas events. Red Oak has cut out printed advertisements such as posters and flyers.

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

A. Grant Application, RCSP, \$2,730.00, (TABLED 8 JULY 2016) Antique Tractor Show, 24 June 2017. (5000ea 3x5 Rack Cards - \$280; 5000ea 5x7 Rack Cards - \$450; KMCO [McAlester] Radio Advertising - \$750; KMAG/KKBD web stream [Ft Smith] - \$850; and M&M Portable Toilets - \$400).

CH Mooney asked Rep Thomson if he had the Choctaw Nation marketing data. Rep Thomson replied he had the contact information for Diane Jordon who had the info and would link her to CH Mooney. A discussion was held concerning the overlapping of "countries" in magazine. CH Mooney stated she thought it would be helpful to have the information regarding each of the "countries"/counties surrounding Latimer County.

CH Mooney stated RCSP needed an answer immediately for printing the cards, but the radio advertising can be put on hold for a while. VC White suggested the cards be less date specific, stating the 4<sup>th</sup> Saturday in June instead of the specific date. This would allow the use of the cards for longer periods. She gave the example of the Red Oak banner they used for many years, used until the banner "died" which saved the city many dollars.

A discussion was held in which the point was made often an event is added which would make the cards inaccurate to which the response was made a statement on the card, "events are added daily, so check the schedule often"; and the front view was not changed, only the schedule listing on back, so that would reduce annual advertising cost, depending on set up fee. Ordering a larger quantity to be used several years usually costs much less.

- (1) VC White made the motion to approve the two requests for cards (5000 3x5 rack cards for \$280 and 5000 5x7 rack cards for \$450) with change to state date as general rather than a specific date to order larger quantity. Rep Paxton seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Thomson Yes Ms. Paxton Yes Ms. Mings Absent  
The motion passed.

CH Mooney stated Dir Tilley needs to set up the PO so printing can be quickly initiated.

(2) VC White moved to disapprove the request for \$400 for porta-potties because the LCTTA mission does not cover services for events, just advertising methods to encourage number of visitors to Latimer County. Rep Thomson seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Thomson Yes Ms. Paxton Yes Ms. Mings Absent

The motion passed.

Rep Paxton and CH Mooney discussed the policy on advertising: CH Mooney explained the primary purpose of the Board was to bring to Latimer County “heads and beds”, therefore, local advertisements in the newspaper and radio stations was against the policy. Those visitors traveling 50 miles or less would normally not stay overnight after an event, so advertising in media that close was not effective. Additionally, when the policy was reviewed by the Latimer County District Attorney, he recommended gathering data to support the policy. Attempts are being made to collect the data.

Rep Paxton stated the radio stations at EOSC and McAlester reach far beyond Latimer County to include south as far as Antlers and as far east as Ada.

(3) Rep Thomson moved to table (again) the RCSP request for \$750 for McAlester KMCO and \$850 for Ft. Smith KMAG radio advertising until the receipt of marketing information since the event is not until June 2017. Rep Paxton seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Thomson Yes Ms. Paxton Yes Ms. Mings Absent

The motion passed.

VC White stated it is to everyone’s advantage to encourage advertising through RSU-TV and we must share the contact information with all the organizations who submit grant requests.

B. Grant Application, RCSP, \$800, 1400 Trifold Brochures, Fall Fest Schedule, 14-16 Oct 2016. VC White stated the trifolds were very helpful to visitors at the Fall Fest and are an annual request.

VC White moved to approve the grant request for \$800 for 1400 tri-fold brochures with the Fall Festival schedule for 14 – 16 October 2016: Rep Thomson seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Thomson Yes Ms. Paxton Yes Ms. Mings Absent

The motion passed.

Mgr Aron Maib and Mr. Jimmy Elder joined the LCTTA Board.

CH Mooney stated the grant request for the 1400 tri-fold brochures was approved. Mgr Maib stated RCSP had already initiated the job with Briggs Printing and the brochures were ready to print; they would be available in September.

CH Mooney discussed with the RCSP visitors the grant request submitted 8 July:

- (1) Both rack card requests were approved with the suggestion the date be generic, not specific. Mr. Elder stated the rack cards were already printed and he had paid for them “out of pocket”.
- (2) CH Mooney stated the grant request for the porta-potties was not approved because of the LCTTA policy to not provide services. She added they “bent the rule for the bouncy houses approved for the annual July 4<sup>th</sup> event”.
- (3) The request for the two radio advertisements was tabled until the LCTTA Board could obtain the marketing data showing the effectiveness of local advertising. As soon as the information is received and the Board makes the decision, RCSP will be notified. VC White shared the advertising information concerning RSU TV out of Claremore.

## 9. Old Business:

A. Travel Show Attendance Dates. CH Mooney stated she will schedule to attend 4 February 2017 Expo at Wichita Falls, TX. A discussion followed concerning lack of information for several listed dates making it difficult for Board Members to commit; the possibility of attending 1 of multiple days scheduled; and the Choctaw commitment to partner.

VC White made a motion to table the discussion until the September LCTTA Board Meeting at which the schedule should be confirmed. Rep Paxton seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Thomson Yes Ms. Paxton Yes Ms. Mings Absent

The motion passed.

### B Hiring of Consultant.

Rep Thomson moved to table the discussion of hiring of a consultant due to lack of information received until the September LCTTA Board Meeting. Rep Paxton seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Thomson Yes Ms. Paxton Yes Ms. Mings Absent

The motion passed.

**10. New Business:** There was no new business presented.

## 11. Adjourn:

VC White moved to adjourn the meeting with Rep Thomson seconding the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Thomson Yes Ms. Paxton Yes Ms. Mings Absent

The motion passed.

The meeting adjourned at 11:18 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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Christie Paxton, District 3

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//ABSENT//  
Mae Mings, Secretary/Treasurer