

**Latimer County Tourism Trust Authority (LCTTA) Board Meeting
Minutes of July 8, 2016**

The LCTTA Board met July 8, 2016 at the Chamber of Commerce Meeting Room. The meeting was called to order at 9:46am by Chairwoman (CH) Maryellen Mooney. Roll call indicated current four representatives were present as well as Executive Director (Dir) Tamra Tilley and Clerk Lori Chrestman.

3. Adoption of Agenda:

CH Mooney stated the Agenda should be rearranged to move “10. New Business” between “7.....Web Advertising” and “8....Grant Applications”.

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

The vote taken:

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

The motion passed.

4. Approval of June 10, 2016 Regular LCTTA Board Meeting Minutes:

CH Mooney noted:

- A. Page 3, Para 11.A. “New Business, Discuss Travel Show Dates”, line 2, “partner with LCTTA Board” should be changed to read, “partner with Wilburton representatives”.
- B. Page 4, Signature Line “Melissa Juarez, District 3” should be annotated, “Resigned effective 10 June 2016”.

Rep Thomson moved to approve the June 10, 2016 LCTTA Regular Board Meeting Minutes with stated changes; VC White seconded the motion.

The vote taken:

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

The motion passed.

5. Financial Report

Dir Tilley proudly stated the fiscal year end summary reflects only two open purchase orders (PO): Antique Tractor Show (25 June) and July 4th Bouncy Houses, both of which were events scheduled, but not yet taken place when the report was prepared.

CH Mooney stated the Financial Report was accepted as presented.

6. Public Comment:

VC White stated the Red Oak two-day event for July 4th was “really great”. Had wonderful participation in all scheduled events: had 108 runners signed up and 96 crossed the finish line.

7. Discussion and Possible Action Concerning Web Advertising:

Dir Tilley discussed the status of contract with “Oklahoma Today”. Their representative, Bridgett, was on maternity leave so LCTTA’s ad “fell through the cracks” and did not get in the last issue. The decision was made to “tack the ad onto next year’s contract” for publication.

CH Mooney stated the new contract should start now (due out August-September) to ensure the older ad is included. Dir Tilley stated payment invoices are received bimonthly; she will initiate a PO for each scheduled invoice. Having the individual POs will help track each published LCTTA advertisement.

10. New Business:

A. Approval of District 3 Representative Christie Paxton. CH Mooney welcomed Christie Paxton to the LCTTA Board Meeting. She stated Ms. Paxton was nominated to be the new District 3 Representative replacing Ms. Juarez. Ms. Paxton works at Rural Water #1 Office.

VC White moved to accept Ms. Christie Paxton as the Representative from District 3 to the Latimer County Tourism Trust Authority Board. Mr. Thomson said, “I heartily second the motion.”

The vote taken:

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

The motion passed.

B Move LCTTA August Board Meeting Date. CH Mooney stated she will be unavailable for the scheduled 12 August LCTTA Board Meeting as she will be out of town. Further discussion revealed a quorum would not be available 12 August.

VC White made a motion to move the August LCTTA Board Meeting to 19 August due to anticipated absences; Rep Thomson seconded the motion.

The vote taken:

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

The motion passed.

8. Discussion and Possible Action Concerning Grant Applications:

Manager Aron Maib and Jimmy Elder, Robbers Cave State Park (RCSP):

A. After Action Report for Antique Tractor Show, 25 June 2016. This year there were more exhibits, more spectators, and more tractors. The event has grown larger every year. The new added event, Skillet Toss, was very popular with 24 ladies signing up to compete and 46 men signing up for the Men’s Toss. Both the participants and the spectators really enjoyed it; it was a good show.

CH Mooney asked what was the longest distance the tractors traveled to be here. Mgr Maib stated a large club with 32 tractors came from Nashville, Arkansas, 346 miles away. They had two semis full and stated next year they are bringing even more.

There were others who came from Sulphur and Eufaula, Oklahoma and Ozark, Arkansas. One group of 26 stayed in the Wilburton motel, spending money in town.

CH Mooney stated, "You guys are doing a good job!"

VC White asked if they are happy with the number of tractors; do they want the show to grow? Mr. Elder replied they do want it to grow; some attendees have asked for a 2-day event due to the huge effort it takes to get the equipment to RCSP and the current relatively short time of the show. They are thinking of doing 1-1/2 days next year.

Mr. Elder showed the Board one of the Thank-You cards received from a grateful attendee. The group discussed a couple of the popular events.

Rep Thomson discussed his attendance at a seminar in which methods of counting "heads in beds" was offered. One was to set up the website to track the number of hits; one was to offer sign in sheets; and one was to count cars and estimate passengers. CH Mooney stated it is a conundrum because the desire is to base grant approvals on firm numbers, but how do you get those numbers?

CH Mooney informed the two guests that the Board updated the Policy Statement to require Grant Applications to be submitted 60 days out to give the Board time to discuss and review, moving away from the "same day decision" method. Mgr Maib asked if she anticipated a change in the submitted form, to which CH Mooney replied, "No".

VC White stated the change was not based on the RCSP submissions, but by the spur-of-the-moment organizations who came in sometimes just two weeks before their event. "You have never waited to the last minute." She continued, stating that the policy initiates a system where the applications are logged in, ensuring better efficiency.

B. Grant Application, RCSP, \$2,730.00, 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). Mr. Elder discussed the requested rack cards and their distribution. They take the cards to many events beginning in August and September such as the 3-day event in Sulphur and trade shows in Canada, Louisiana, Arkansas, and Texas.

Mgr Aron and Mr. Elder left the room

CH Mooney stated she has a couple of questions about the application, one being the request for \$750 for radio advertising in McAlester. Until the Board has the data giving effectiveness of advertising in specific locations, they cannot make that decision.

VC White stated the repeated request for the McAlester radio advertising just one month after the lengthy discussion about the Board's lack of information to make an informed decision about advertising in McAlester indicates they were not listening. She stated further that she does not have a problem with the \$750, but she feels spending it in a different location would be more effective and produce a better return for use of the Board's dollars.

Rep Thomson discussed the lack of interest on part of local citizens. Rep Paxton stated the cards were displayed in the Rural Water 1 Office for a lengthy time and yet she was surprised by the number of locals who were unaware of the event. A discussion followed in which the observation was made that the local population does not do any long term planning, making last minute decision on what to do; however, people who live any distance away have to plan ahead.

People in McAlester will attend Latimer County events, but will not stay overnight as it is only 35 miles away.

VC White stated she will volunteer to get prices for advertising on RFD TV. They have weekly shows and they partner with OK Today so they reach a wide audience. She suggested that Dir Tilley maintain a list of stations with their prices and with their broadcasting radius indicated. That would be so helpful for the people applying for grants. She suggested googling information from OK City, Tulsa, Dennison/Sherman, Paris, and Fayetteville areas (within 150, 200 and 300 miles).

Rep Paxton stated she felt advertising locally is a waste of resources; advertising should be done on radio stations from where the visitors would be spending the night.

VC White discussed the request for \$400 for portable toilets. She stated the purpose of the grant dollars was not to provide services.

CH Mooney stated that if this service request is approved, it will open the Board up to the same service request for the Fall Fest, Rodeo, etc; as every event needs porta-potties. "Our mission is to advertise and promote events, not provide services."

VC White suggested perhaps they can re-allocate their administrative budget dollars around and find the money for this service from another area.

Rep Thomson made the motion to table the Antique Tractor Show Grant Request until the August Board Meeting. VC White seconded the motion.

The vote taken:

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

The motion passed.

9. Old Business:

- A. Travel Show Attendance Dates. Rep Thomson stated someone is scheduled for every listed show. Erin from Choctaw Country is training the staff to both encourage attendance and to gain more interest, new blood, into the program. Part of the training is for each attendee to have a standardized "sales pitch" to give during the "meet and greet" portions of the shows and to ensure they have all the information to pass on to the visitors. The Choctaws are paying for entry fees, spot, and are sharing their equipment.

CH Mooney added that the attendance entails driving to the show, the motel stay, and taking lots of Latimer County Visitors Guides to dispense. It involves a couple of long days, but "you meet great people".

Rep Thomson said he does not have the information to know how many spots at each show are available for Wilburton representatives.

Rep Thomson made a motion to table the discussion until the August LCTTA Board Meeting. VC White seconded the motion.

The vote taken:

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

The motion passed.

B Hiring or Consultant. Rep Thomson stated that once his application with check to join the DO organization is processed, he will have access to the local marketing data.

VC White suggested there should be no rush to approve in August the RCSP request for rack cards. RCSP can print the 2017 Antique Tractor Show cards without using a specific date by using the phrase, "4th Saturday in June", to get the cards printed and have rack cards available for attendance at any upcoming August shows or events.

Rep Thomson moved to table the discussion of hiring of a consultant until the August LCTTA Board Meeting. Rep Paxton seconded the motion.

The vote taken:

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

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. Mings Yes Ms. Paxton Yes
The motion passed.

The meeting adjourned at 11:02 am.

//ORIGINAL SIGNED//

Maryellen Mooney, Chairwoman

//ORIGINAL SIGNED//

Jodie White, Vice-Chairwoman

//ORIGINAL SIGNED//

Wade Thomson, District 2

//ORIGINAL SIGNED//

Christie Paxton, District 3

//ORIGINAL SIGNED//

Mae Mings, Secretary/Treasurer