

**Latimer County Tourism Trust Authority (LCTTA) Board Meeting
Minutes of July 10, 2015**

The LCTTA Board met July 10, 2015 at the Chamber of Commerce Meeting Room. The meeting was called to order at 9:35am by Chairman Mooney. Roll call indicated members present were Chairwoman (CH) Maryellen Mooney and Rep Melissa Juarez. Also attending was Leslie Robertson as Proxy to Vice Chairwoman (VC) Jodie White, Red Oak Rep; and Bernice Thomson as Proxy to Wade Thomson, District 2 Rep; Executive Director (Dir) Tamra Tilley; and Clerk Lori Chrestman. Absent was Mae Mings, Secretary, due to surgery recovery period. CH Mooney described the duties and responsibilities of the Board members to the two proxys.

3. Adoption of Agenda:

Ms. Robertson made the motion to adopt the agenda which was seconded by Ms. Juarez.

The vote taken:

CH Mooney Yes Ms. Robertson Yes Ms. Thomson Yes Ms. Juarez Yes Ms. Mings Absent

The motion passed.

4. Approval of June 12, 2015 Minutes:

After review, Ms. Thomson moved to approve June 12, 2015 LCTTA Board Meeting Minutes; Ms. Thomson seconded the motion.

The vote taken:

CH Mooney Yes Ms. Robertson Yes Ms. Thomson Yes Ms. Juarez Abstain Ms. Mings Absent

The motion passed.

5. Financial Report:

A. CH Mooney remarked that the Financial Report is missing the pages showing unencumbered totals. Dir Tilley stated there was confusion on the part of the Court House when they prepared the financials; however, the regular document will be printed next time as hopefully, Ms. Mings will have returned.

CH Mooney asked Dir Tilley if the list of outstanding purchase orders (POs) was getting smaller. Dir Tilley replied she is in the process of closing out all outstanding POs.

The Financial Report was accepted as presented.

6. Public Comment:

A. Exec Dir Tamra Tilley gave a report on the Cruise Nights:

- *30 May had good attendance, even with competition with Eufaula's event.*
- *Movie-In-The-Park not a successful project; will not attempt again.*
- *Tee Shirts: Adult sizes sold well; youth sizes did not sell well.*
- *Sonic donated 3 trophies (3 ft high), one for each 2015 First Place Cruise Nights*
- *Will have DJ in Chamber parking lot for 25 July event.*
- *LCTTA paid for the post cards used to advertise all three events.*

B. Dir Tilley discussed the Golf Tournament scheduled for 15 August. This tournament will consist of two flights, not just one as in previous tournaments. She needs more golfers.

Ms. Robertson: Do you advertise in McAlester?

Dir Tilley: Yes. We personally take flyers to post at the McAlester Golf Club.

7. Discussion and Possible Action Concerning Web Advertising:

There is one web advertising subject which will be addressed under “New Business”.

8. Discussion and Possible Action Concerning Grant Applications:

Mgr. Aron Maib and Mr. Jimmy Elder, Robbers Cave State Park (RCSP):

A. Antique Tractor Show, 27 June 2015, Event Report

- Approximately 3400 attendees.
- Show had 60 tractors from 47 exhibitors.
- “Tractor Parade” circled 2 fields; was so big the “tail” met the front.
- One entry from Ft Smith had car-haul trailer with 20 tractors on it.
- “Definitely a growing event”: several attendees stated will return.

B. Antique Tractor Show, 25 June 2016, Grant Application for \$690

- \$260 for 5,000 3”x5” rack cards
- \$430 for 5,000 5”x7” rack cards
- Will distribute 18-20 Sept at show in Ottawa, KS; also taking stilts to exhibit.
- Will distribute at several tractor dealerships, welcome centers, & trade shows.

Mgr. Maib and Mr. Elder left the room.

CH Mooney explained to the two proxys the method of evaluating grant applications. She stated RCSP brings into Latimer County, the majority of lodging tax dollars. Their staff works very hard all year round to have quality events and to get the maximum attendance at each event.

Ms. Robertson: I attended the dutch oven event and found it very interesting and well organized.

Ms. Robertson moved to approve RCSP Grant for \$690 (10,000 rack cards {5,000 3”x5” & 5,000 5”x7”}) for the 25 June, 2016 Antique Tractor Show. Ms. Thomson seconded the motion. The vote taken:

CH Mooney Yes Ms. Robertson Yes Ms. Thomson Yes Ms. Juarez Yes Ms. Mings Absent

The motion passed.

Mgr Maib and Mr. Elder returned to the room.

Both stated they were grateful for the support when told the Grant Application was approved.

C. CH Mooney stated the Friends of RCSP Committee had discussed the possibility of raising funds through the sale of tee shirts and asked what Mr. Maib and Mr. Elder thought about it.

Mr. Elder stated they had discussed the idea but did not have the funds to pursue. If the “Friends” wanted to help out with the project, RCSP would be receptive to the idea.

- D. Mr. Elder distributed the requested RCSP tax document indicating they paid \$34,663.09 for lodging taxes in 2014. CH Mooney thanked them for info and county support. Mr. Elder and Dir Tilley discussed purchase orders.
- E. Cardboard Boat Races are scheduled for 8 August. They are looking for judges. They are expecting a large turnout due to popularity of first race last summer.
- F. Dir Tilley gave a report on the Belle Starr Heritage Festival of 20 June:
- There wasn't good organization due to lack of experience on several committee members' part.
 - There was zero funding for the event.
 - There were 5 vendors to include the "Army boot guy".
 - Bouncy houses were popular, but cost \$1000.
 - Successful Events were:
 - Re-enactment Group – very well acted out; stayed in character
 - The Barbeque Cook Off
 - Cute Baby Contest – Made a few dollars for next year's fest
 - Robberies
 - Next year changes include:
 - Main Street will take lead to be in charge
 - Fest only on Saturday
 - Better flow of directions and information
 - Put all events at one location for cohesion
 - Increase number of parade floats
 - Increase number of vendors

Dir Tilley: "This year's fest was the first in many years and was a learning experience. It will be better next year as we put into practice the lessons learned. I think it can be as big as it used to be many years ago."

9. Old Business:

A. Status of Financial Audit:

Dir Tilley stated there is no updated information. CH Mooney suggested she talk to the auditor to schedule a date, but not as early as 24 July as she will be on vacation.

B. Status of Chamber of Commerce Sign Project:

CH Mooney stated there is no change.

10. New Business:

A. CH Mooney gave a brief history of the website and the steps of losing the current website name. LCTTA hired Ronnie Sockey to initiate a new website for both LCTTA and Main Street. There is now a need for a new id name. Several were suggested:

- LatimerCountyTourism.net
- LatimerCountyTourism.com
- TourLatimerCounty.com
- LatimerCountyOK.com

A discussion followed with several points made: need to keep it simple; possibility of Oklahoma tourism info popping up if Latimer County typed in; and elderly travelers and their lack of computer experience needs to be considered.

Ms. Robertson moved to approve “LatimerCountyOK.com” as the new name for the website for only LCTTA. Ms. Juarez seconded the motion.

The vote taken:

CH Mooney Yes Ms. Robertson Yes Ms. Thomson Yes Ms. Juarez Yes Ms. Mings Absent

The motion passed.

- B. Director Tilley discussed the need to purchase a banner to identify the tee shirt table at events. CH Mooney stated purchase would only be made if several organizations could use banner at their events. She asked Ms. Robertson if Red Oak would use at their events. Ms. Robertson stated they had not sold tee shirts for several years, but it was not out of the questions to begin that as fund raiser in the future.

Dir Tilley: Could we come up with a general banner for the Cruise Nights and other events?

CH Mooney: That would be a Main Street project, not LCTTA.

11. Adjourn:

Ms. Robertson moved to adjourn the meeting and Ms. Thomson seconded the motion.

The vote taken:

CH Mooney Yes Ms. Robertson Yes Ms. Thomson Yes Ms. Juarez Yes Ms. Mings Absent

The motion passed.

The Chairwoman adjourned the LCTTA Board Meeting at 10:32am.

The next meeting is scheduled for August 14, 2015, 9:30am, at the Wilburton Chamber of Commerce.

Maryellen Mooney, Chairwoman

Leslie Robertson, Proxy for
Jodie White, Vice Chairwoman

Bernice Thomson, Proxy for
Wade Thomson, District 2

Melissa Juarez, District 3

ABSENT
Mae Mings, Secretary/Treasurer