

**Latimer County Tourism Trust Authority (LCTTA) Board Meeting
Minutes of June 12, 2015**

The LCTTA Board met June 12, 2015 at the Chamber of Commerce Meeting Room. The meeting was called to order at 9:33am by Chairman Mooney. Roll call indicated members present were Chairwoman (CH) Maryellen Mooney; Vice Chairwoman (VC) Jodie White, Red Oak Rep; Wade Thomson, District 2 Rep, Executive Director (Dir) Tamra Tilley and Clerk Lori Chrestman. Absent were Mae Mings, Secretary, due to surgery, and Melissa Juarez, District 3 Rep, with a work related appointment.

3. Adoption of Agenda:

VC White made the motion to adopt the agenda which was seconded by Mr. Thomson.

The vote taken:

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

The motion passed.

4. Approval of May 8, 2015 Minutes:

Two changes need to be made to the Minutes:

1. Pg 3D., third line, remove comma after “@” sign
2. Pg 5B., change “Choctaw Country” to “Choctaw Country, Inc. (CCI)”

Mr. Thomson moved to approve May 8, 2015 LCTTA Board Meeting Minutes with changes; VC White seconded the motion.

The vote taken:

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

The motion passed.

5. Financial Report:

A. CH Mooney stated the Talihina VoTech EAST Pgm, needs a PO for the Belle Starr Flyers. The invoice was given to Ms. Vega, Wilburton Parks & Rec Dir, when she picked the flyers up. Dir Tilley stated she had not seen the invoice; a message was left on Ms. Vega’s phone to call Dir Tilley.

B. Mr. Thomson asked about the disposition of remaining FY funds: do they disappear? CH Mooney stated they roll over to the next fiscal year’s budget.

The Financial Report was accepted as presented.

6. Public Comment:

A. In response to CH Mooney’s question concerning the CCI meeting results, Mr. Thomson stated they currently are in a holding position. CH Mooney and Mr. Thomson had requested funds to develop a video of Latimer County showcasing 12 or so events per year. He will keep LCTTA apprised of any action taken by CCI.

B. Dir Tilley discussed the LCTTA banner being hung for the Chuck Wagon Races. She and VC White are putting together a list of who has access to the banner and the procedures for checking it out.

7. Discussion and Possible Action Concerning Web Advertising:

There were no web advertising subjects to address.

8. Discussion and Possible Action Concerning Grant Applications:

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

Antique Tractor Show, 27 June 2015, \$1000, KMCO Radio Advertising

- Original cost was \$1200, discount of \$200 applied.
- Package includes 3 hours live radio broadcast at RCSP event.
- K101.3 reaches 3 states: Oklahoma, Arkansas and Texas
- Radio advertising includes 7 days prior to event.

Mgr. Maib and Mr. Elder left the room.

VC White discussed with CH Mooney the time span for obtaining a purchase order.

- Possible to get PO same day as requested.
- Grant requests state need 30 to 60 days lead time which is to ensure LCTTA Board has time to review.

VC White stated the event has not had live radio broadcast before, so should be an added dimension which is great.

CH Mooney stated LCTTA can request information such as the number of entries, number of visitors, and exhibits and/or activities in an after event report.

VC White moved to approve RCSP Grant for \$1,000 for KMCO radio advertising and live broadcast for Antique Tractor Show 27 June 2015. Mr. Thomson seconded the motion.

The vote taken:

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

The motion passed.

Mgr Maib and Mr. Elder returned to the room.

CH Mooney stated the LCTTA mission is to assist and promote growth of Latimer County events. This was the fourth year grant requests were received for the Antique Tractor Show.

“So bear in mind, we are weaning away so we can help others. Keep in mind we are not saying we won’t help in the future. We ask that you try to be self sustaining.” She requested their after event report include the number of entries, number of visitors, and the specific activities and/or exhibits. She then stated the grant was approved.

VC White: *“If all rooms and cabins are full, what amount of tax is collected for one night?”*

Mr. Elder: *“We don’t have the numbers at our finger tips, but we provide quite a bit of lodging tax, over \$100,000.”* He then discussed the cooperative effort and positive results from partnering.

Mr. Elder informed the Board of two upcoming events:

1. June 15, 6:00pm. Friends of Robbers Cave State Park will dedicate the new shelter at Deep Ford Campground. The plaque will be revealed and hot dogs & ice cream served.
2. August 8. Cardboard Boat Races

Dir Tilley: “When I attend the tourist conferences, everyone knows about Robbers Cave State Park and all have positive statements to make.”

Both gentlemen thanked the Board for the positive vote.

B. Mayor Stephen Brinlee, \$10,000, July 4th Fireworks Show

Mayor Brinlee: *This event is very well attended by the whole surrounding area every year. It is a tradition for very many families on July 4th to attend the fireworks. The contractor has invested in two barges for platforms for the fireworks. They do a great, an outstanding job. They are licensed and insured, are trained and have the equipment which means no risk to our personnel. The show is bigger and better every year since they first got the contract.*

CH Mooney: *The Friends of RCSP use this event as a great fundraiser every year selling food, ice cream, and tee shirts.*

VC White: *Red Oak always plans their fireworks around Wilburton fireworks schedule. We feel we need to support both.*

Mayor Brinlee: *“Do we need to expand the length of the show which currently is 20 minutes?”*

CH Mooney: *“I don’t think so. It appears to be a good balance of fireworks with the other events going on.”*

Mayor Brinlee left the room.

CH Mooney stated LCTTA donated \$2000 last year. She reviewed the financial statement which indicated the Board has only \$17,000 unencumbered funds and suggested the need to be aware of the events left this summer which includes the busy season with the Fall Fest and Christmas events. Caution needs to be exercised.

She then discussed the donations from 2014 from which came the \$4,000 down payment, leaving \$3000 in the Fireworks account.

VC White: *“The remaining \$3,000 plus \$2,000 grant leaves \$5,000 to be raised plus the need to have \$3,000 to start next year’s donation drive, for a total of \$8,000 needed.”*

Mr. Thomson moved to approve \$3,000 for the July 4th Fireworks. VC White seconded the motion.

The vote taken:

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

The motion passed.

Mayor Brinlee returned to the room.

CH Mooney: *“The LCTTA Board has approved \$3,000 for the fireworks show. Would you please return with an after event report which states the approximate number of attendees, as well as how many dollars you receive towards the total of \$10,000 to include any extra for next year’s contract?”*

CH White: *“Would citizens donate towards the fireworks?”*

Mayor Brinlee: *“We have tossed around fundraising ideas from charging \$1 a car, to selling tee shirts, to asking for donations. The Fire Department boot drive is always successful.”*

Mr. Thomson: *“Would a letter to the public or a note in your column be effective?”*

CH White: *“Red Oak puts a sticker on the water bills to advertise.”*

Mayor Brinlee expressed his gratitude for the grant approval.

9. Old Business:

A. Status of Financial Audit:

Dir Tilley stated there is no updated information.

B. Status of Chamber of Commerce Sign Project:

CH Mooney stated there is no updated information

C. Authority for Appointment of Proxy Representative(s)

CH Mooney stated this should not be on the agenda as it had been discussed and decided upon at last Board Meeting. A proxy is only necessary when the Board would not have a quorum; the Proxy must be from same district as absent Board Member.

D. Temporary Secretarial Duties for June and July 2015

CH Mooney stated this should not be on the agenda as Ms. Mings duties as Secretary had been delegated for the period she is gone.

10. New Business:

- A. Director Tilley discussed the need to renew the advertising contract with “Oklahoma Today” magazine. There are 6 issues a year and a half page ad did cost \$1305 for former contract which goes up to \$1360 each addition with new contract. She takes out a PO for each payment.**

A discussion was held concerning the contract renewal which included the following points:

- The circulation is 800,000 people in Oklahoma.
- With the shift to digital media, the need for printed advertisements has greatly diminished.
- If the Board advertises with only one printed ad, this magazine would be the best.

VC White moved to approve renewal of contract with “Oklahoma Today”. Mr. Thomson seconded the motion.

The vote taken:

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

The motion passed.

- B. Dir Tilley reported on the benefits from her attendance at the Oklahoma State Tourism Conference, 18 and 19 May, in Oklahoma City. She stated it was a great opportunity to learn how to use social media effectively, how to be “linked In” to reach/link with large city people. For instance LCTTA could link with Tulsa advertising our upcoming events. She also learned how videos can be effective.**

CH Mooney stated the videos and UTube are watched more than any cable show. She felt LCTTA could put a video on Twitter, UTube, etc. and it would be seen by many. It would be very effective to have a video library of local events for use at travel shows which would include events from all towns (Red Oak, Buffalo Valley, etc.)

Dir Tilley stated this conference was not so much a networking conference as in the past, as a means for generating ideas on “How To Get The Word Out”. It was a very motivating event, very much presented on our local level.

- C. Dir Tilley discussed the idea she brought up last year about a request to film locally. The company is returning to Guymon and the point of contact (POC) is “blowing up my phone” wanting to come here while in the same state. CH Mooney stated Dir Tilley should tell the POC the answer is no at this time.**

11. Adjourn:

Mr. Thomson moved to adjourn the meeting and VC White seconded the motion.

The vote taken:

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

The motion passed.

The Chairwoman adjourned the LCTTA Board Meeting at 10:51am.

The next meeting is scheduled for July 10, 2015, 9:30am, at the Wilburton Chamber of Commerce.

ORIGINAL SIGNED

Maryellen Mooney, Chairwoman

ORIGINAL SIGNED

Jodie White, Vice Chairwoman

ORIGINAL SIGNED

Wade Thomson, District 2

ABSENT

Melissa Juarez, District 3

ABSENT

Mae Mings, Secretary/Treasurer