

**Latimer County Tourism Trust Authority (LCTTA) Board Meeting  
Minutes of March 13, 2015**

The LCTTA Board met March 13, 2015 in the Chamber of Commerce Meeting Room. The meeting was called to order at 9:34am by Chairman Mooney. Roll call indicated members present were Chairwoman (CH) Maryellen Mooney; Vice Chairwoman (VC) Jodie White, Red Oak Rep; Secretary Mae Mings; Executive Director (Dir) Tamra Tilley and Clerk Lori Chrestman. Absent were Wade Thomson, District 2 Rep, Trade Show, and Melissa Juarez, District 3 Rep, with a work related appointment. CH Mooney declared that a quorum was present and proceeded with the Board Meeting.

**3. Adoption of Agenda:**

VC White made the motion to adopt the agenda which was seconded by Ms. Mings.

The vote taken:

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

The motion passed.

**4. Approval of February 13, 2015 Minutes:**

VC White moved to accept February 13, 2015 LCTTA Board Meeting Minutes. Ms. Mings seconded the motion.

The vote taken:

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

The motion passed.

**5. Financial Report:**

In response to CH Mooney's question at February's Board Meeting when she asked if there is a way to verify that the motels are paying their lodging tax, Dir Tilley stated County Clerk Erin Adams informed her there currently is no way to track from whom the county taxes are collected. The Oklahoma Tax Commission sends a total amount collected each month without a breakdown.

The Financial Report was adopted as presented.

**6. Public Comment:**

There was no public comment.

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

There was no Web Advertising agenda item.

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

A. Mgr Aron Maib, Mr. Jimmy Elder, and Mr. Justin Copeland, Robbers Cave State Park, presented two grants:

(1) Antique Tractor Show, 27 Jun 15, \$1600, Radio Advertising

*CH Mooney: What is your total budget for the Tractor Show: Mr. Elder replied it is \$9,000 with donated door prize. Rack cards (same quantity as last year) have been printed and are being distributed at dealerships, businesses, trade shows and events in our geographical area.*

Mr. Elder discussed two (McAlester & Ft Smith) radio advertising times and dates. The ads start 2 weeks prior to 27 June, run all day beginning at 7:00am; contract includes web streaming.

Mgr Maib stated RCSP lodge and cabins are totally booked; sending visitors to local motels.

(2) 4<sup>th</sup> of July Family Day, 4 Jul 15, \$2,325, 4ea Inflatables

*Mgr Maib: This is same group as last year, Anytime Inflatables, who do a great job of delivery, setup, and teardown, with own staff. This is an excellent, professional company who is insured and do a good job. They man the inflatables 100% of the time. The inflatables are a crowd pleaser.*

The 3 Gentlemen Left The Room.

(2) CH Mooney: Let's discuss the request for July 4<sup>th</sup> Inflatable first. The requested amount is \$100 more than 2014 request.

Discussion followed with the following points made:

- Does not appear to bring in enough overnight stays; one day event.
- Question must be asked if it is time to cut back on help for this event: 3<sup>rd</sup> annual request.
- July 4<sup>th</sup> is a traditional and family event drawing in hundreds from around area.

VC White moved to approve the Grant Application from Robbers Cave State Park for full amount of \$2,325 for 4 inflatables; it was seconded by Ms. Mings.

The vote taken:

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

- The motion passed.

(1) CH Mooney: Antique Tractor Show, \$750 (McAlester) plus \$850 (Ft Smith) Radio Advertising. This is 4<sup>th</sup> year of the event and it is still growing; takes 5 years to plateau: we have already approved \$2290 for rack cards out of their \$9,000 budget.

*VC White: It was a good move to separate from rodeo weekend and make it a separate event scheduled for the last weekend in June. There is a lot of excitement about this event.*

- McAlester Radio is too close to our area to bring many people in.
- Have paid for same advertisement before, so unless policy states too close, cannot Not pay.
- Lodge is full for the weekend, so the Wilburton motels will get the overflow.

(The Board reviewed the Policy Statement to determine if a time limit on repeated requests. It was determined Board is not exceeding policy.)

VC White moved to approve the Grant Application from Robbers Cave State Park for \$1600 for radio advertising in both McAlester and Ft Smith; it was seconded by Ms. Mooney.

The vote taken:

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

- The motion passed.

Mr. Elder, Mr. Copeland, and Mr. Maib returned to the room and were told the 2 Grant Applications were approved. They each expressed sincere appreciation.

CH Mooney asked Mr. Elder if he knew information about a P.O. for RCSP on the Financial Statement. He replied it is possibly for M&M for port-a-potty rental.

Mr. Elder asked question about sponsorship invoice for tee shirts: Should total cost be listed or just cost to LCTTA? CH Mooney stated the invoice should show break out for each sponsor. Mr. Elder requested a copy of the tax exemption form for the vendors.

B. Ms. Bobbi Ward presented a Grant Request for What About Bob Chuck Wagon Races. June 11 thru 14, the second weekend of June, for \$4854 listing 6 advertising options.

- She played her phone video from 2014 race for the Board. She displayed 2015 poster design.
- She distributed an information handbook with breakdown of supply sources, invoices, budget, expenses, and schedule.
- She detailed Barrel Racing Champion Lance Grave's awards to include Olympic and Mexico Rodeo Champion, as well as a 3 time World Champion. He will also teach classes.
- She indicated the Wilburton Cowboy Church Pastors Jonathon Feskus and Clint Cannon are holding full Sunday church services on the grounds. Arrangements include armbands for church members so they are not charged for attendance.
- She discussed the program to include the team listings.
- She stated the Parade of Wagons will be held on site, not on City streets.
- She described a special event called "Run What You Brung", a run for vehicles not racing.

*VC White: Your grant request is for \$4854, while the book indicates a lower amount.*

*Ms. Ward: The quote actually received from Ft Smith KTCS was higher than the verbal quote and there was no chance to change the handbook. Additionally, we have engaged Hodges Photography, a professional video and photography company, to do the video and pictures.*

**Ms. Ward Left The Room.**

*CH Mooney: I am impressed with Bobbi's presentation. It includes all needed information.*

*Dir Tilley: This event has become so big, they have been approached to move to other counties.*

*VC White: I would like to see detailed rates for McAlester radio. Hugo is far enough away to advertise. What is rule of thumb as to how long prior to event to begin advertising?*

*CH Mooney: Radio advertising rule of thumb is 2 weeks prior: if you start too early, people forget.*

Discussion included the following points:

- This is 6<sup>th</sup> year of event. We need to be aware of policy and mission of LCTTA as a supporter of new events.
- The request is \$2000 more than last year. We cannot sustain \$4854 over a long period of time which needs to be said to grant requesters.
- Written policy is to support getting an event started; we cannot sustain every year.
- If a business cannot make a profit, it closes. If this event is not making a profit, they need to get more sponsors or do something else.
- If any profit is made, it should be put back into the next year's event.

*CH Mooney: We do not have to commit or fund the whole request. Last year we approved the entire amount of \$3950, but the request did not include the \$1000 for the National Race as this grant does.*

*VC White: If we approve Briggs Printing, Ft Smith Radio, Hugo Radio, and "Mules & More" Magazine, that would be \$3154. It may be too late to advertise in the "Mules & More" magazine.*

*Dir Tilley: Our goal is to get heads and beds in town. This is a major event that sells out our motels. It brings in many visitors, so why put a cap on the total requested?*

*CH Mooney: The rule of thumb is that it should be making a profit after 6 years. Our mission is to support new events and to sustain existing events until they are self supporting.*

*VC White: LCTTA has been in existence 7 years; so we now are looking at the big picture. We have to be prudent with our dollars as we have less and less to share in today's economy.*

*VC White moved to approve the Grant Application for up to \$3,354 to include \$1400 for Ft Smith Radio KTCS; \$354 for posters from Briggs Printing; \$400 for "Mules & More" Magazine; and up to \$1200 for Hugo/Antlers/Paris Radio advertising; it was seconded by Ms. Mings. NOTE: Motion did not include requested \$700 for McAlester Radio nor \$1000 for National Race.*

*The vote taken:*

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

**The motion passed.**

#### **Ms. Ward Returned To The Room**

*CH Mooney: We were reluctant to approve more than last year's amount.*

*Ms. Ward: We decided not to request advertising that was too small a return for cost which is why the radio station that covers southern Oklahoma and northern Texas (Hugo/Antlers/Paris) is good.*

*CH Mooney: Our policy is specific about our mission is to help events gets started until they are self sustaining. So we expect events to depend on us less, not more.*

*Ms. Ward: We are hoping to make a profit and have worked the budget over to do so. I think we are getting closer to the winning formula. Thank you for approving these requests. This will help us reach or goal of making a profit.*

**C. Ms. Debbie Vega, Dir, Wilburton Parks & Rec, presented a Grant Request for Belle Starr Heritage Festival (BSHF), 19 and 20 June 2015, (no totals listed) for posters, FaceBook Boost, radio advertising, and inflatables. She stated she listed options for each category as the Belle Starr Heritage Festival Committee had not determined the specific needs. Other events for the BSHF include a 5K run, shootout, parade and a cook off.**

*VC White: Last month when the Round Up Club presented a grant request for the rodeo of same weekend, we suggested the two events join together for advertising to control costs and to maximize info for both events.*

*Ms. Vega: Ms. Rosebure indicated that one of the Round Up Club members had independently ordered their posters for the rodeo.*

*Dir Tilley: I went to the Round Up Club Board Meeting and explained the thoughts of the LCTTA Board and the benefits of mutual advertising.*

*CH Mooney: Mr. Tony Johnson is partnering with BSHF for 3 barbeques and BBQ cook off.*

*VC White: I am excited about the return of the Belle Starr Festival to the community. I've seen historical pictures and heard all about it.*

*Ms. Vega: The "FaceBook Boost" is sponsored ads that go to your "likes" on facebook. I have 300 likes on my Parks & Rec FaceBook. With the boost, I reached over 1400 as it went to my 300 plus each of the 300's likes.*

*CH Mooney: While that is a terrific idea, unfortunately LCTTA is unable to pay a P.O. to a person or individual, only to businesses.*

*VC White: How far out do you want to advertise? Ms. Vega stated as soon as posters are received.*

**Discussion was held as to number, size and material of posters. VC White suggested getting bid from EAST Program at Talihina VoTech to receive professional products at low cost. Discussion also included using other events as a model for radio advertising costs.**

**Ms. Vega Left The Room.**

VC White moved to approve the Grant Application for \$2,970 to include \$500 for posters from EAST Pgm at Talihina VoTech; \$1300 for Ft Smith Radio KTCS; and \$1170 for inflatables for Belle Starr Heritage Festival: it was seconded by Ms. Mooney.

The vote taken:

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

The motion passed.

Ms. Vega returned to the room and was told the Grant Application was approved. She expressed sincere appreciation and stated she would give the results to the BSHF Board.

*NOTE: It was determined as Mr. Cox was on the Agenda for Old Business and in consideration of his time, to move the remaining Grant Request discussion after Item #9 Old Business.*

### 9. Old Business:

#### A. Status of Financial Audit:

Dir Tilley stated there is no updated information. The LCTTA Board is still awaiting date of scheduled audit.

#### B. Status of Chamber of Commerce Sign Project:

Mr. Cox stated there has been no change. They have not conducted individual requests for donations.

#### C. Status of "Ride Texas" advertising invoice.

Mr. Cox stated he received an invoice this morning.

Dir Tilley: I need the invoice with a current date to get a P.O. With this invoice, I can call Kelly at the Texas magazine and determine how best to deal with this to complete the action. I will let Merle know the details and outcome.

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NOTE: Return to Agenda Item, #8E.

D. Tamra Tilley, Dir, Main St Pgm, presented Grant Request for Wilburton Visitors Guide for \$5000 for 8000 printed copies. She stated the actual cost is \$4,992.

*CH Mooney: Are there any left from the last Visitors Guide printing?*

*Dir Tilley: All have been distributed thru the Parks System in OKC, Main Street Day at the Capitol, EOSC students, and the attended trade shows.*

Dir Tilley Left The Room.

VC White moved to approve the Grant Application for up to \$5000 for printing 8000 copies of the Wilburton Visitors Guide; it was seconded by Ms. Mings.

The vote taken:

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

The motion passed.

Dir Tilley Returned To The Room.

CH Mooney stated the Grant Request had been approved. Dir Tilley expressed her appreciation for the continued support of the Board.

**10. New Business:**

**A. Ms. Mings displayed a copy of the “Oklahoma Living” magazine indicating the section which lists events all over the state. She stated it is free advertising and LCTTA should take advantage of the opportunity to reach the 800,000 people who receive it.**

**B. Web Hosting**

**CH Mooney stated the website is still down because originally the annual invoices were sent to the Gallery address. However when Main Street moved and the Gallery closed, no invoices were received and the website was abolished after 3 years. There is a need for the website. Mr. Ronnie Sockey, who is known for his local website designs, has agreed to be the Web Host. It would cost \$90 annually for host and domain owner plus \$150 the first year for getting the website back up and running for an initial amount of \$240.**

**VC White: Do we pay for the Main Street as well?**

**CH Mooney: We have separate websites for Main Street and LCTTA websites.**

**VC White moved to approve Ronnie Sockey’s Company as Web Host for \$240 (initial \$150 fee to set up website and \$90 Host & Domain fee) for LCTTA for 1 year; motion was seconded by Ms. Mooney.**

**The vote taken:**

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

**The motion passed.**

**C. Location Change for April Board Meeting**

**CH Mooney stated that it had been suggested several months ago to have the Board Meeting in April at the Kiamichi Technology Center in Talihina to allow the Board members an opportunity to tour the facility to see the available options for advertising.**

**VC White: There is a possibility that date is Spring Break, but the rep will be glad to show us around. I think it still will be beneficial to all of us.**

**Dir Tilley: It would be good for someone from Robbers Cave State Park to get the info as well since they do so many events year round. I will arrange for them to be there.**

**CH Mooney moved that the LCTTA Board Meeting be held April 10, 9:30am, at the Kiamichi Technology Center in Talihina; it was seconded by VC White.**

**The vote taken:**

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

**The motion passed.**

**11. Adjourn:**

**Ms. Mings moved to adjourn the meeting and VC White seconded the motion.**

**The vote taken:**

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

**The motion passed. The Chairwoman adjourned the LCTTA Board Meeting at 12:00p.m.**

**The next meeting is scheduled for April 10, 2015, 9:30am, at the Kiamichi Technology Center – Talihina Campus.**

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**Maryellen Mooney, Chairwoman**

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**Jodie White, Vice Chairwoman**

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*ABSENT*  
**Wade Thomson, District 2**

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*ABSENT*  
**Melissa Juarez, District 3**

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**Mae Mings, Secretary/Treasurer**