

**Latimer County Tourism Trust Authority (LCTTA) Board Meeting  
Minutes of August 14, 2015**

The LCTTA Board met August 14, 2015 at the Chamber of Commerce Meeting Room. The meeting was called to order at 9:35am by Vice Chairman White. Roll call indicated members present were Vice Chairwoman (VC) Jodie White, Secretary Mae Mings, and Rep Melissa Juarez. Also attending was Bernice Thomson as Proxy for Wade Thomson, District 2 Rep; Executive Director (Dir) Tamra Tilley; and Clerk Lori Chrestman. Absent was Chairman Maryellen Mooney due to a doctor's appointment, and Rep Thomson due to training.

**3. Adoption of Agenda:**

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

The vote taken:

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

The motion passed.

**4. Approval of July 10, 2015 Minutes:**

A review determined the following changes were needed: Item 10B. Replace the term "need to purchase" with "desire to purchase".

Ms. Mings moved to table the July 10, 2015 LCTTA Board Meeting Minutes' Approval until the Sep 11 Board Meeting due to lack of attendees available who attended the July 10 meeting; Ms. Thomson seconded the motion.

The vote taken:

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

The motion passed.

**5. Financial Report:**

The Financial Report was accepted as presented with no comment.

**6. Public Comment:**

No Public Comment was made.

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

There was no web advertising action to be addressed.

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

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

A. Belle Starr Express Train Advertising, \$650, 10 ea 16"x16" Metal Signs

Mgr Maib showed pictures of the express on his phone camera.

- Have new attraction, Belle Starr Express, acquired end of July.

- Want to put panel on each side of 5 cars of train for permanent advertising for stables, paddle boats, miniature golf, visitor center, gift shop, lodge, Fall Festival, Hayride, Antique Tractor Show, Friends of Fall Festival.
- Stigler Printing will produce the 10 metal panels.
- Rides are scheduled daily for \$4 person with age 3 & under free.
- In 9 days, have sold \$150 in tickets. At this rate will increase income by \$20,000 annually which will go into general Parks fund. (RCSP received 41% budget cut)
- Anticipate using in civic events like Christmas Parade; has PA system.

**B. Fall Festival, 16-18 Oct 2015, 1400 Trifold Brochures, \$800**

- Brochures list the events at the Fall Fest as well as upcoming events.
- VoTech not an option due to short notice; Briggs, McAlester, has produced for many years; does excellent work & has excellent graphic artist to work with.
- Distributed at RCSP office, travel shows, Main Street, Chamber, put in vendors' bags, & mailed out upon request.

*VC White: I suggest you request the 2016 Fall Fest Brochures in the spring.*

**C. Dutch Oven Cooking /Lodge Promo, 4 & 5 Dec 15 \$520 (Awards \$120, T-Shirts \$400)**

- Awards for 4 Categories, 1<sup>st</sup>, 2<sup>nd</sup>, & 3<sup>rd</sup> Place.
- Looking at class in May; Contest perhaps in fall/winter.
- Half of Rooms booked, 23 rooms blocked for each event
- \$150 plus tax includes overnight lodging for 2, two T-Shirts, Charcoal Chimney, hayride, plus stable ride for 2.
- We require they bring own ingredients so anticipate food purchases in Wilburton.
- Stitch N Stuff will produce T-Shirts
- T-Shirts with logo will be put in baskets of weekend pkgs
- Kelly Johnson will do a dessert presentation.
- Charles White will be the judge.

Mgr. Maib and Mr. Elder left the room.

**A. \$650, 10 ea 16"x16" Metal Signs**

*VC White: The LCTTA logo will be on each of 10 panels.*

*Dir Tilley: The train will be used in several civic events which means even more exposure.*

Rep Juarez moved to approve the RCSP Grant for \$650 for 10 ea 16"x16" metal signs for the Belle Starr Express train. Motion was seconded by Ms. Mings.

The vote taken:

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

The motion passed.

**B. \$800, 1400 Trifold Brochures for Fall Fest**

*Ms. Mings: The brochures promote many events and are widely distributed.*

Ms. Mings moved to approve the RCSP Grant for \$800 for 1400 Trifold Brochures for the Fall Fest which was seconded by Ms. Thomson.

The vote taken:

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

**C. \$520 (Awards \$120, T-Shirts \$400), Dutch Oven Cooking Classes/Competition**  
*Ms. Mings: This is not just popular with the attendees, but with the public as well. It's new and a great idea, good event and brings in overnight visitors.*

Ms. Mings moved to approve RCSP Grant for \$520 (Awards - \$120 and T-Shirts - \$400). Rep Juarez seconded the motion.

The vote taken:

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

Mgr Maib and Mr. Elder returned to the room.

*VC White: Would you tell us more about the T-Shirt? We have been staying away from approving T-Shirts, but since these are not for fund raiser, but are part of the packet, we approved the grant.*

*Mr. Elder: The front is the event info and the back is the one sponsor; LCTTA. As for the left over T-shirts, we have a lady who uses them to make quilts, so they are "recycled" and seen for years.*

Both stated they were grateful for the support when told all Grant Applications were approved.

## 9. Old Business:

### A. Status of Financial Audit:

Dir Tilley stated there is no updated information, still awaiting a scheduled date.

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

Ms. Mings stated there is no change in the status.

## 10. New Business:

### A. Nathan & Mrs. Johnson, Grant Application for \$1,000, Alaska&Madi Band (Advertising), OK Performing Arts Festival, 19 Sep 15, 10am to 6pm, RCSP.

- Third year of event: RCSP fully booked with attendees; extras in Wilburton motels.
- Have sponsors for inflatables, stage. and pony rides.
- Alaska&Madi are 2 girls from Muskogee, competed on "The Voice", performed in Nashville, Colorado & California
- Have following of several thousand on social media.
- Free advertising with McAlester radio due to this group.
- Wilburton HS Marching Band opening group.

*VC White: Want to chastise you for waiting for last minute for presenting Grant Application.*

*Mr. Johnson: I apologize. This was last minute need, thought all was covered.*

*Ms. Mings: Have you considered renting the stage from AAP in McAlester, rather than Tulsa?*

*Mr. Johnson: It was already reserved.*

*VC White: What would a new stage cost to purchase? Economical move for us to have one for the long run, as often as it is needed. Perhaps purchase one with another org and rent to local users. We need to check that idea out.*

*Mr. Johnson: A good one with a hydraulic lift would cost about \$8,000, and it would be used often.*

Both Mr. & Mrs. Johnson left the room.

*VC White: CH Mooney discussed this with me and is in favor of assisting their project with the Boards approval, of course.*

Ms. Thomson moved to approve Grant for \$1000, for Alaska&Madi Band. Ms. Mings seconded. Rep Juarez stated she could not vote as she has a child in the OK Performing Arts organization. The vote taken:

CH Mooney Absent VC White Yes Ms. Thomson Yes Ms. Juarez Abstain Ms. Mings Yes  
The motion passed.

Mr. Johnson returned to the room.

VC White relayed that the Grant Application was approved and he needed to coordinate with Dir Tilley today for the Purchase Order Number.

*Mr. Johnson: Thank you very much for the support. We welcome all of you to come see us on 19<sup>th</sup>*

*VC White: We request you return to our October Board Meeting with an After Action Report.*

- B. Bobby Ward, After Action Report on What About Bob Chuck Wagon Races, 10-12 June
- Was a Good Race, despite the rains which slowed things down Saturday night.
  - \$23,000 was taken thru gate: \$1800 Profit from 1900 attendees
  - Great for Wilburton economy: ice sold out, Roy's had many things sold out, motels were full, and lots of gas sold for the campers' generators.
  - No problems this year!
  - Barrel Races and Classes were very well received.

*VC White: Someone commented on the unprofessional signs make with magic markers.*

*Ms. Ward: There was a wagon holding a stenciled sign at Hwy2 & 270 and one at Highbridge Road. We considered banners, but watched every expense, even cut back number of bands, so as to not risk cutting profit.*

*VC White: The Talihina VoTech has very cheap prices due to student work and can produce a professional banner. You might also consider them for your flyers and posters.*

*Ms. Ward: The Board previously said I could request a Grant for 5 years. Next year my needs will be small. We have seen slow, but steady growth in attendance every year. We have discussed opening up more acres, currently only using 15 of the 200 available, plenty of growth possibility.*

*Thank you very much for your support these past years.*

## 11. Adjourn:

Rep Juarez moved to adjourn the meeting and Ms. Mings seconded the motion.

The vote taken:

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

The Vice Chairwoman adjourned the LCTTA Board Meeting at 11:06am.

The next meeting is scheduled for September 11, 2015, 9:30am, at the Wilburton Chamber of Commerce.

*ABSENT*

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**Maryellen Mooney, Chairwoman**

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**Jodie White, Vice Chairwoman**

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**Bernice Thomson, Proxy for  
Wade Thomson, District 2**

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**Melissa Juarez, District 3**

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**Mae Mings, Secretary/Treasurer**