

**Latimer County Tourism Trust Authority (LCTTA) Board Meeting
Minutes of May 8, 2015**

The LCTTA Board met May 8, 2015 at the Chamber of Commerce Meeting Room. The meeting was called to order at 9:31am 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, Mae Mings, Secretary, Executive Director (Dir) Tamra Tilley and Clerk Lori Chrestman. Absent was 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 Ms. Mings.

The vote taken:

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

The motion passed.

4. Approval of April 10, 2015 Minutes:

VC White moved to approve April 10, 2015 LCTTA Board Meeting Minutes; Mr. Thomson seconded the motion.

The vote taken:

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

The motion passed.

5. Financial Report:

A. Dir Tilley stated that all POs for Bobby Ward (Chuck Wagon Races) now have been issued after being verified as quotes.

B. Dir Tilley discussed the "Oklahoma Today" advertisement payments. Invoices arrived between LCTTA Board Meetings so she was unsure if she should pay as received or wait to have Board approve payments. CH Mooney stated she should pay them if due, but always present at next scheduled Board Meeting.

6. Public Comment:

Dir Tilley stated the next Main Street Event is the Cruise Night on 30 May 2015.

7. Discussion and Possible Action Concerning Web Advertising:

A. CH Mooney discussed the website. She stated that Dana Huggle had the domain set up to remove payments from the Main Street bank account.

B. Invoices for the Host Monster were never received, so the domain was lost. Currently are working to gain re-approval, but Main Street is having to start from scratch/beginning to regain.

C. LCTTA domain belongs to another entity, even though LCTTA paid for it. She had received mail from China requesting we purchase that same domain from them to which she replied we remain the owners.

Ms. Mings: Is Ronnie Sockey still taking care of it? CH Mooney stated yes and he will follow through with responses to emails received. The domain payment is now coming due again. We are working on a solution. It may be necessary to change the domain name to “.net”. The Host Monster sold domains of Green Frog, Main Street, and it appears probably LCTTA, as well.

8. Discussion and Possible Action Concerning Grant Applications:

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

A. Report on Dutch Oven Cooking Workshop, 2 and 3 May 2015

- Sold 24 lodge packages which were 50 Attendees.
- Majority of attendees requested the workshop be presented again.
- 8 signed up for Fall activities.

B. “Ride Texas” Ad for \$760 (\$505 summer/fall plus \$255 fall/winter)

CH Mooney: I thought it was decided to not advertize in the winter issue.

Mr. Elder: I’ve negotiated a deal to pay half for the winter issue. The fall issue comes out mid-September in time for the Fall Fest. Has circulation of 30,000.

The park has seen an increase in attendance from motoring people and has added a new parking area for them. We have noticed a greater number of vehicles with Texas tags from people who read this magazine.

Mgr. Maib and Mr. Elder left the room.

CH Mooney: After our last experience with “Ride Texas”, we need to ensure they know the invoice goes to LCTTA, not RCSP or the committee.

Dir Tilley: Recently they have been good about sending to correct organization, but I will stress it.

VC White moved to approve RCSP Grant for \$760 for “Ride Texas” ad, as presented. Ms. Mings seconded the motion.

The vote taken:

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

The motion passed.

Mgr Maib and Mr. Elder returned to the room.

CH Mooney stated the grant request was approved and asked they ensure both the PO and their invoice are clearly marked LCTTA.

Both gentlemen thanked the Board for the positive vote.

C. Mr. Elder stated they previously had requested \$400 for the Dutch Oven Cooking Class which had been approved; however, the invoice for payment they received was for \$564. He asked if the Board could help him with the additional \$164.

A discussion followed. The visitors spent \$1100 at the stables, \$1500 in the gift shop, and \$4,594 before tax. The rooms reserved were previously empty/had no reservations. The determination was that the event brought in a good number of visitors who increased the sales tax with their spending and who were scheduled to return in the fall which meets the criteria for the grant for increased “heads and beds”.

Mr. Elder showed 70 pictures of the event which are published on their website.

CH Mooney moved to increase the original RCSP Grant Request by \$165 to \$565 for the Dutch Oven Cooking Class; Mr. Thomson seconded the motion.

The vote taken:

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

The motion passed.

Both Mr. Elder and Mgr Maib expressed their gratitude.

D. Mr. Nathan Johnson presented a Grant Request for the Oklahoma Kids Performing Arts Festival, 19 September 2015 for \$1,046 (\$171 for 1000 Post Cards; \$147 for 1,000 Flyers; \$128 for @500 Business Cards; \$100 for 100 Posters from Stigler Printing; and \$500 for T-Shirts, the number not yet determined).

Mr. Johnson stated:

- Advertising includes free radio time, as well as schools have permitted him to talk to promote the event to every class.
- T-Shirt production had been great adventure with one of the parents volunteering to get them produced and others wanting to handle it, creating some problems.
- The helicopter ride is returning, as well as ventriloquists from 3 OK towns, one of which is 5 years old; will include a puppet show, and a marching band competition.
- One family is coming from Rio Rancho, New Mexico to attend
- Only one room was "compted" by RCSP for the band; attendees filled RCSP and spilled over to Wilburton motels.
- Using the same banners LCTTA help purchase last year.
- Have 12 members traveling to Florida Disneyland in May: total group is 39.

Mr. Johnson's daughter, Ava, entertained the Board by singing, "Thank You For Being My Friend", the theme song of the Golden Girls.

Mr. Johnson and Ava left the room.

Mr. Thomson: The advertising prices are extremely good; gets them from Roy at Stigler's Printing.

CH Mooney: It is not unusual for businesses to give price breaks for projects with children.

Discussion included: The kids who attend are talented as can be seen by their requested appearance at Disneyland. T-Shirt prices are really reasonable if they find sponsors to contribute to costs for a listing on the shirt. There are many businesses that would sponsor kids' projects, especially to one like this which has shown itself to be successful.

Mr. Thomson moved to approve \$546 of the Grant Request which includes everything except the T-Shirts. VC White seconded the motion.

The vote taken:

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

The motion passed.

Mr. Johnson returned to the room.

CH Mooney stated the request had been approved except for the T-Shirts. She stated all the board members had organized events which included the sale of T-Shirts and each had found it successful to enlist local businesses as sponsors. She suggested he try that route to obtain the T-Shirts. She informed him he would work with Dir Tilley for a PO.

Mr. Johnson discussed setting up a run for the event.

VC White: The hardest work is 3 to 4 months before the run. It is hard work and was so difficult the town of Red Oak cut out their Clover Run.

Mr. Thomson: The liability issue is the biggest hurdle around here, especially if not set up well.

CH Mooney: We want you to focus on the performances and not lose sight of your goal.

Dir Tilley: I will send the PO to Stigler Printing and will ensure they know to put the LCTTA logo on the banners.

Mr. Johnson stated he appreciated the support and the advice.

9. Old Business:

A. Status of Financial Audit:

Dir Tilley stated there is no updated information. The LCTTA Board is still waiting a date for the scheduled audit.

B. Status of Chamber of Commerce Sign Project:

Ms. Mings stated there is no updated information. CH Mooney stated she had been calculating and had determined if both the City and EOSC matched the schools donation of \$3000, and the local businesses donated \$600 each; the amount needed (\$22,000) would be available.

C. Authority for Appointment of Proxy Representative(s)

CH Mooney stated the authority to appoint a proxy representative can be accomplished by amending the bylaws with a vote recorded by the Board Members.

VC White: Under Section 3.2, after the list of positions, one statement could be added stating a member could appoint a proxy from the same district (if the member was unable to attend.)

VC White moved to approve amending the bylaws by adding the statement to Section 3.2, "A proxy from the same district as the representative may be appointed to attend a LCTTA Board Meeting in those situations the appointed representative is not available subject to a notice made to the LCTTA Board Chairman/woman, and only when an emergency situation exists when a quorum is not present." CH Mooney seconded the motion.

The vote taken:

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

The motion passed.

10. New Business:

A. Temporary Secretarial Duties for June and July 2015.

Ms. Mings stated she has surgery scheduled for 19 May 2015 for a triple heart bypass which will require her to recuperate approximately two months (June and July). She stated there is no one as yet hired to temporarily fill her position.

- (1) The Board can continue to meet at the Chamber; a key is available at City Hall.
- (2) Dir Tilley offered to pick up the Financial Statements and to post the agenda.
- (3) Clerk Chrestman agreed to complete the agenda and packets for the meeting.

B. Formulate Plan for Submission to “Choctaw Country, Inc.”.

Mr. Thomson stated that “Choctaw Country, Inc.” (CCI) is trying to infuse more dollars into their budget. The Board has asked every county to submit plans/ideas for promotion, The Choctaws have provided 8 hours of free assistance to each county. He stated this is an opportunity for Latimer County and suggested we submit “everything including the kitchen sink”. The draft presentation is due 30 May.

CH Mooney supported Mr. Thomson stating that as LCTTA finds grants, we can submit to CCI which will help LCTTA with Latimer County funding.

Mr. Thomson stated that there is nothing specific written now, but the CCI Board is working to get procedure bugs worked out soon for the counties to use.

CH Mooney suggested the Board go back 3 years to list grant requests costs and purpose/use.

VC White stated also listing those items LCTTA desires to do would be smart.

Mr. Thomson stated this is an opportunity for free advertising: we need to use it to our advantage, make the best of it. If we list an item the CCI Board does not care to consider, they will weed it out.

Dir Tilley suggested using the Latimer County history as a starting point for ideas.

CH Mooney suggested adding what we want to do plus what has been historically done.

Mr. Thomson stated this would be good for knowing costs. It is necessary to prioritize the listing.

CH Mooney moved to form a committee composed of VC White, Mr. Thomson, Dir Tilley and herself to produce a draft document for submission to CCI by 30 May. Mr. Thomson seconded the motion.

The vote taken:

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

The motion passed.

It was agreed the committee will meet 14 May, noon, at the Main Street Office. Mr. Thomson stated he will take the draft document to the Choctaw Country, Inc. Board Meeting scheduled for the 4th Wednesday of the month, 27 May, which is prior to 30 May deadline.

C. Explore/Discuss “Fees” for Public Showings of Movies

Dir Tilley stated she wants to show a family movie at Joseph & Goldberg Park on Cruise Night scheduled for 30 May. She thought “American Graffiti”, “Field of Dreams”, or “League of Their Own” would be appropriate and popular movie to show.

CH Mooney stated payment would have to be made for individual movies from distributing company; no blanket approval or arrangement can be made. The older movies cost less than new ones. She said as this is a local, 1-day event with no “heads and beds” profit, LCTTA could not support a grant request for the movie.

VC White stated she agreed. Red Oak has an agreement to show movie(s) on July 4th. She knows a Girls Softball Tournament is scheduled in June in Latimer County with 40 ball teams scheduled to compete. The possibility of a profit definitely exists for that event.

CH Mooney stated with the ball teams attending from out of town, LCTTA could sponsor the event. Six years ago a movie was \$125, but now up to \$500 or \$600.

Dir Tilley stated she felt Cruise Night scheduled during the Fall Fest in October would also qualify to be sponsored. She stated she would contact other Main Street Organizations in Oklahoma to see how they organized their movie events.

CH Mooney stated Sulphur has been successfully doing this for years. She reminded Dir Tilley that Main Street owns a projector, a sound system, as well as a screen for use.

VC White: Red Oak is sponsoring lawnmower races Thursday and Friday of July 4 weekend that are getting a lot of attention. This might be an event to consider for the future.

CH Mooney suggested that at the 14 May meeting to discuss the CC draft document, the group also discuss specific movie titles to consider for showing at 30 May Cruise Night.

D. Oklahoma State Tourism Conference, 18 and 19 May, in Oklahoma City.

CH Mooney stated announcement of the Conference came in after the 10 April Board Meeting with a suspense for registration prior to this 8 May Board Meeting; therefore, she had sent out an email requesting each member's position on attending the conference. The received emails indicated Board Members thought Latimer County should be represented at the conference.

VC White moved to approve Tamra Tilley, Executive Director for Latimer County Tourism and Main Street Program Director, to attend the 18 and 19 May Oklahoma State Tourism Conference in Oklahoma City. Ms. Mings seconded the motion.

The vote taken:

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

11. Adjourn:

Mr. Thomson moved to adjourn the meeting and Ms. Mings seconded the motion.

The vote taken:

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

The Chairwoman adjourned the LCTTA Board Meeting at 11:15am.

The next meeting is scheduled for June 12, 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

ORIGINAL SIGNED

Mae Mings, Secretary/Treasurer