

**Latimer County Tourism Trust Authority (LCTTA) Board Meeting  
Minutes of November 10, 2016**

The LCTTA Board met Thursday, November 10, 2016 at the Chamber of Commerce Meeting Room. NOTE: The meeting date was changed due to the Veterans Day Holiday on Friday, November 11<sup>th</sup>, the second Friday of the month. The meeting was called to order at 9:33am by Chairwoman (CH) Maryellen Mooney. Roll call indicated all representatives (Rep) present. Also in attendance were Executive Director (Dir) Tamra Tilley and Clerk Lori Chrestman.

**3. Adoption of Agenda:**

VC White moved to adopt the Agenda with the addition of a “New Business” item concerning Pizza Hut advertising; the motion was seconded by Rep Thomson.

The vote taken:

CH Mooney Yes VC White Yes Mr. Thomson Yes Ms. Paxton Yes Ms. Mings Yes

The motion passed.

**4. Approval of October 13, 2016 Regular LCTTA Board Meeting Minutes:**

Rep Paxton moved to approve the October 13, 2016 LCTTA Regular Board Meeting Minutes. VC White seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Thomson Abstain Ms. Paxton Yes Ms. Mings Yes

The motion passed.

**5. Financial Report**

Dir Tilley stated US Cellular has turned off the cell phone and will issue a credit since they bill one month in advance of service. There was no penalty for closing the account. She added she will need to purchase new business cards without that cell phone number on it. It was suggested she asked for a bid for cards from Danel Walker, EOSC Marketing Office.

CH Mooney stated the Financial Report was accepted as presented.

**6. Public Comment:**

A. CH Mooney discussed the Main Street Project of Santa Photos, 2 & 3 December, 9am to 2pm, at Talbots.

B. Dir Tilley discussed the Chamber of Commerce Merchant Drawing on 17 December. Tickets will be available with purchases made as of 27 November.

C. Dir Tilley discussed the Chamber of Commerce Christmas Parade on 10 December, 6pm, with the theme, “Dr Seuss”. Many calls have been received indicating high interest.

D. VC White discussed the Red Oak outdoor Christmas Program 3 December, 9am to 1pm. The program includes free pictures with Santa and live entertainment.

E. VC White discussed the Red Oak project to raise \$80,000 to start funds for a new library. They are selling four sizes of trash bags at \$12 a roll; bags are excellent quality at an affordable price. Additionally, a chili and dessert supper is planned for 17 Nov, 3:30pm, in the Red Oak cafeteria.

F. Rep Thomson discussed the 21 December monthly Choctaw Country Board Meeting and lunch at KEDDO, 11:00. He anticipates Tourism lobbyists from Oklahoma City to attend and encouraged board members to put on their schedule.

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

Dir Tilley stated there was no activity to report.

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

Mgr Aron Maib and Jimmy Elder, Robbers Cave State Park (RCSP), submitted a Grant Application for \$2800 for the 2017 Fall Fest, 20 thru 22 Oct 2017 (\$717 for 7500 5”x8” Cruise Rack Cards; \$393 for 7500 3”x5” Cruise Rack Cards; \$65 for 1000 Cruise Business Cards; \$717 for 7500 5”x8” Festival Rack Cards; \$393 for 7500 3”x5” Festival Rack Cards; \$65 for 1000 Festival Business Cards; \$250 for 200 11”x14” Cruise & Festival Posters; and \$200 for 1000 8-1/2”x11” Cruise & Festival Flyers).

VC White expressed appreciation for the early submission of the grant request. She asked if it would be less costly to order a larger quantity with removal of the specific dates from the cards and instead put the “3<sup>rd</sup> weekend of October”?

Mr. Elder stated they realize the LCTTA policy states the preference is to use general dates; however the Fall Fest Committee discussed the issue and determined they prefer cards listing specific dates; no change was made to the quantity. Bids are from Stigler Printing.

(Mr. Elder explained difference between two RCSP support groups: Fall Fest Committee and Friends of RCSP.)

CH Mooney emphasized the importance of ensuring all advertising indicates LCTTA support. It is easy to ensure logo is applied when proofing the printed advertisements. The Ft. Smith radio station did not mention LCTTA when advertising for the Tractor Show. Please be aware.

CH Mooney stated the procedures in Policy Statement indicate the grant application be presented one month and the Board vote the subsequent month. The Board will consider the applications and call when a decision is made.

CH Mooney discussed with RCSP the former grant application for radio advertising in McAlester. She stated the reason for the disapproval was LCTTA policy to not advertise in McAlester due to marketing information which does not support successful results for advertising that close. She further stated, “The Board would welcome a grant application for another area.”

Mr. Maib and Mr. Elder left the meeting.

The Board discussed the pros and cons of listing specific dates on print advertising. The determination was made that the method used should be event-specific with general periods (day/weekend in specific month) used as often as practical.

Rep Thomson moved to approve RCSP Grant Application as written for \$2800 for the 2017 Fall Fest, 20 thru 22 Oct 2017 (\$717 for 7500 5"x8" Cruise Rack Cards; \$393 for 7500 3"x5" Cruise Rack Cards; \$65 for 1000 Cruise Business Cards; \$717 for 7500 5"x8" Festival Rack Cards; \$393 for 7500 3"x5" Festival Rack Cards; \$65 for 1000 Festival Business Cards; \$250 for 200 11"x14" Cruise & Festival Posters; and \$200 for 1000 8-1/2"x11" Cruise & Festival Flyers): the motion was seconded by Rep Paxton.

The vote taken:

CH Mooney Yes VC White Yes Mr. Thomson Yes Ms. Paxton Yes Ms. Mings Yes

The motion passed.

CH Mooney suggested Dir Tilley be proactive and assign a PO and call RCSP with info.

## **9. Old Business:**

A. Discuss Travel Show Attendance Dates. (Tabled 8 July, 19 August, & 13 October 2016)

Rep Thomson stated the Women Expo in Wichita Falls, TX, 4 Feb 17, is next travel show. We can partner with the Choctaws, who have purchased the booth and obtained the materials/equipment for the show. We need to pay the freight for any materials we ship and our motel.

CH Mooney asked if any Board member desired to go. There were no volunteers. She stated she and Mike Mooney would attend 4 February 2017 Expo.

VC White moved to approve to pay lodging expense and mileage (currently \$.54 per mile) for LCTTA attendees to the 4 February 2017 Woman's Expo in Wichita Falls, Texas. The motion was seconded by Rep Paxton.

The vote taken:

CH Mooney Yes VC White Yes Mr. Thomson Yes Ms. Paxton Yes Ms. Mings Yes

The motion passed.

B. Use of Billboard in McAlester

CH Mooney asked Dir Tilley if she had information regarding the use of the McAlester Billboard. Dir Tilley stated Glen, the stable vendor with RCSP, offered to present to the Board the information concerning cost, length, design, etc. of billboard. She stated partnering with him would be advantageous to LCTTA. The billboard is located on Hwy 69, a route traveled by any on way to Dallas. We should be able to divert some of that traffic to Latimer County, especially those traveling north to Oklahoma City. We have so much to offer to visitors. Dir Tilley will set up a time for Glen's presentation to the Board.

## **10. New Business:**

A. Pizza Hut Advertising

CH Mooney discussed a call received from Vicky Herald, Pizza Hut, Tulsa, requesting their new 3-month campaign be presented to the LCTTA Board for consideration. Pizza Hut will attach to lids of pickup orders a page with several “banners” of graduated heights, cost is variable according to height of banner. CH Mooney displayed a sample advertising page. A discussion followed.

Dir Tilley: I feel this is against our policy which states we do not advertise locally.

VC White: I agree, but we might consider listing all scheduled events for the coming year, using it as a promotion of upcoming events.

Rep Thomson: It states they print 10,000 and the campaign is good for three months.

VC White: Does Pizza Hut sell 10,000 to go boxes in three months? That is a lot.

CH Mooney: I agree it is against our policy. I told Ms. Herald I would present to the Board. Do I hear a motion?

There was no response.

CH Mooney: The subject is dead due to lack of a motion.

#### B. Advertising/Marketing Internal Committee

VC White discussed the best approach to find marketing/advertising demographic information.

- (1) One method is to have Board Members gather information such as I did from the RFD TV area in Arkansas.
- (2) One method is to have a committee with outside experts to advise us. CH Mooney stated it is possible to have committee members, but they would not be able to vote on matters.
- (3) One method is to have experts present info to total Board. CH Mooney stated it would be possible to adjust a Board meeting to accommodate a presenter’s schedule. Rep Thomson stated he has had several people offer to assist us as a small group with limited resources to include Ms Sherry Richards, an event planner for City of Norman, who netted \$40,000 last month from her events. He also encouraged Board to reach out to KEDDO and Choctaw Country experts.
- (4) VC White suggested finding someone to serve on committee ad hoc contributing ideas which would then be taken to Board for approval. One suggestion for an expert was Danel Walker with EOSC in Communications Department.

### 11. Adjourn:

VC White moved to adjourn the meeting with Rep Thomson seconding the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Thomson Yes Ms. Paxton Yes Ms. Mings Yes

The motion passed.

The meeting adjourned at 10:40 am.

The next meeting is scheduled for Friday, 9 December 2016, at the Chamber of Commerce.

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Maryellen Mooney, Chairwoman

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Jodie White, Vice-Chairwoman

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Wade Thomson, District 2

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Christie Paxton, District 3

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Mae Mings, Secretary/Treasurer