

**Latimer County Tourism Trust Authority (LCTTA) Board Meeting
Minutes of October 13, 2016**

The LCTTA Board met October 13, 2016 at the Chamber of Commerce Meeting Room. The meeting was called to order at 9:36am by Chairwoman (CH) Maryellen Mooney. Roll call indicated four representatives (rep) present with exception of Rep Wade Thomson, who was at a Choctaw Country Workshop. Also in attendance were Executive Director (Dir) Tamra Tilley and Clerk Lori Chrestman.

3. Adoption of Agenda:

Rep Paxton moved to adopt the Agenda which was seconded by Rep Mings.
The vote taken:

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

4. Approval of September 9, 2016 Regular LCTTA Board Meeting Minutes:

Rep Paxton moved to approve the September 9, 2016 LCTTA Regular Board Meeting Minutes. Rep Mings seconded the motion.
The vote taken: ;/.

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

5. Financial Report

Rep Mings asked about the purpose of the \$240 for Mr. Sockey. Dir Tilley stated it was for his Web page work.

CH Mooney explained the BMI License plus Insurance is purchased by LCTTA to be used by all Latimer County entities when they have an event. It is only for music, not movies shown.

Dir Tilley stated US Cellular is disconnecting the cell phone this date.

CH Mooney stated the Financial Report was accepted as presented.

6. Public Comment:

A. Dir Tilley discussed Fall Fest, 14-16 October. Looks like great weather and good attendance. Also is looking forward to the Cruise Night on Saturday, 15 Oct, 6 to 10pm.

B. Dir Tilley discussed the EOSC Trunk or Treat on 27 Oct, 4:30 to 6:30pm.

C. The Chamber of Commerce is also hosting a Halloween Photo Booth at Talbots on 27 Oct at Talbots and on 31 Oct at the Wilburton State Bank Branch Office.

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:

There were no Grant Applications submitted for review.

9. Old Business:

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

As there was no action, VC White moved to again “Table” the Agenda Item until the November LCTTA Board Meeting; Rep Mings seconded the motion.

The vote taken:

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

The motion passed.

B Hiring of Consultant. . (Tabled 8 July & 19 August 2016) There was no action.

CH Mooney; There were several efforts to gather information to include Rep Thomson working with Choctaw. Additionally, VC White gathered info from RFD-TV.

VC White: The Manager of RFD-TV invited us for a tour as well as offered to share his info on hand. While he is not a consultant, he has the data needed to for us to make a good decision. I went to a Tourism Meeting at Talihina and suggested they expand their marketing range north to Tulsa and south to Dallas/Ft Worth. Broken Bow is not the destination from those areas for those who are looking for a quiet, small town for a weekend get-away.

CH Mooney: We know about advertising in McAlester, but could use a consultant to suggest the Best location for a billboard. Robbers Cave State Park (RCSP) has one up close to CATOs. Their cost was easily made up with the number of visitors who have seen it and visited. I’ve suggested we partner with them as it is financially worth the cost.

Dir Tilley: The riding stables vendor not only put up a billboard, but also distributed brochures throughout the town. Can we take funds from print advertising for a billboard?

CH Mooney: I think we have the funds to do both printed advertisements and a billboard.

VC White: It should state, “quiet living, serene, off the grid.” A family from Houston recently purchased land in Red Oak for those very purposes, to listen to the birds, no barking dogs, view the stars, and retire in a peaceful location.

CH Mooney: Do we need to hire a consultant?

Rep Mings: Each Board member has business contacts; I think that would be enough.

VC White: I’ll volunteer to learn market and marketing info and be an in house expert.

Dir Tilley: Tammy Gwin of Panola would like to partner with Latimer County. I will contact her as this would be a good opportunity to partner on billboard and conserve our resources.

VC White moved to have and internal Marketing Committee on LCTTA Board in lieu of hiring a consultant. Rep Mings seconded the motion.

The vote taken:

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

The motion passed.

10. New Business:

VC White distributed and discussed the need for a fund raiser for Fall County Fair. A Pie Supper is scheduled for 4 November. If it is not supported the County Spring Fair will go away. This activity is not a good one to combine with other counties; we need our own. This brings in much needed dollars to the County and is really a good learning experience for the kids. She added there will not only be pies, but also cakes and other desserts. She stressed the need for everyone to support the fund raiser.

11. Adjourn:

CH Mooney pointed out the next scheduled meeting, 11 November is Veterans Day, a holiday. She recommended moving the meeting to Thursday, 10 November, 9:30am; all agreed with the new date.

VC White moved to adjourn the meeting and schedule the November meeting on 10 November with Rep Mings seconding the motion.

The vote taken:

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

The motion passed.

The meeting adjourned at 10:25 am.

//ORIGINAL SIGNED//

Maryellen Mooney, Chairwoman

//ORIGINAL SIGNED//

Jodie White, Vice-Chairwoman

//ABSENT//

Wade Thomson, District 2

//ORIGINAL SIGNED//

Christie Paxton, District 3

//ORIGINAL SIGNED//

Mae Mings, Secretary/Treasurer