

**Latimer County Tourism Trust Authority (LCTTA) Board Meeting
Minutes of September 9, 2016**

The LCTTA Board met September 9, 2016 at the Chamber of Commerce Meeting Room. The meeting was called to order at 9:42am by Chairwoman (CH) Maryellen Mooney. Roll call indicated four representatives (rep) present with exception of Rep Wade Thomson. Also in attendance were Executive Director (Dir) Tamra Tilley and Clerk Lori Chrestman.

3. Adoption of Agenda:

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

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

4. Approval of August 19, 2016 Regular LCTTA Board Meeting Minutes:

VC White moved to approve the August 19, 2016 LCTTA Regular Board Meeting Minutes.
Rep Paxton 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

Dir Tilley stated she opened three POs for future scheduled ads in Choctaw Country.
CH Mooney stated the Financial Report was accepted as presented.

6. Public Comment:

A. Dir Tilley discussed “Wilburton Main Street Week event, 19-23 September, to include 5th Grade Main Street Walking Tours 19 and 20th. Street Art on 22 September, and a Customer Appreciation Cookout on 23 September in the Huskins parking lot.

B. VC White discussed a business, the Scrub Shop, re-opening 1 October in the building owned by Ms. Campagna on Main Street. The owner’s concept is to make available 4 or 5 craft/vendor areas in addition to the uniform sales. VC White stated she advised the owner to contact Chamber Director Tilley to arrange a grand opening.

C. VC White reported Simple Simons have expanded their franchise to include Red Oak. They have had problems finding a location due to the landowners not wanting to sell their land.

D. Rep Paxton reported Dr. Trent’s former building is being turned into a restaurant.

7. Discussion and Possible Action Concerning Web Advertising:

Dir Tilley stated she continually sees the positive results from use of the website from visitors contacting her about events listed there.

8. Discussion and Possible Action Concerning Grant Applications:

A. Rep Paxton distributed and led a discussion concerning information to include prices and reach from two radio stations, KNOW in Dallas and Fox in Texarkana. The distance is close enough for visitors to drive to an event and far enough for an overnight when attending an event. She stated she would email the information packet to Rep Thomson; Dir Tilley requested she also be added to that email so she can include it in the grant application packets.

B. Grant Application, RCSP, \$2,730.00, (TABLED 8 JULY & 19 AUGUST 2016) Antique Tractor Show, 24 June 2017. (5000ea 3x5 Rack Cards - \$280; 5000ea 5x7 Rack Cards - \$450; KMCO [McAlester] Radio Advertising - \$750; KMAG/KKBD web stream [Ft Smith] - \$850; and M&M Portable Toilets - \$400). [NOTES: (1) LCTTA Board approved \$280 for 5000 3x5 rack cards and \$450 for 5000 5x7 Rack Cards at 19 Aug meeting. (2) LCTTA Board disapproved \$400 for Portable Toilets at 19 Aug meeting.] CH Mooney stated the Board has addressed the issue of local advertising at two previous Board Meetings. When the policy was discussed with the Asst DA, he recommended disapproval due to the primary purpose of the Board which is to bring to Latimer County “heads in beds”; therefore, local advertisement in the newspaper and radio stations is against the policy. A policy change should be made if the marketing research data indicates advertising at (KMCO) McAlester is advantageous. This policy was relayed to RCSP Manager Aron Maib verbally, as well as a copy of the current policy forwarded to him. It was emphasized that advertising at a radio station further away than 50 miles would be approved as visitors from that distance would put “heads in beds”, fulfilling the LCTTA mission. Mgr Maib elected to let the Grant Application remain submitted for consideration.

VC White moved to table the request for \$750 for advertising for KMCO McAlester Radio due to lack of available marketing information. Rep Paxton seconded the motion. The vote taken:

CH Mooney No VC White No Mr. Thomson Absent Ms. Paxton No Ms. Mings Yes
The motion passed.

CH Mooney moved to approve \$850 for KMAG/KKBD Ft. Smith web stream and to disapprove the portion of the Grant Application pertaining to \$750 for KOCO McAlester Radio advertising; motion was seconded by Rep Paxton. The vote taken:

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

9. Old Business:

A. Discuss Travel Show Attendance Dates. (Tabled 8 July & 19 August 2016)
There was no action.

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

10. New Business:

CH Mooney discussed the need for a cell phone for LCTTA Executive Director Tamra Bell which costs \$100 a month. CH Mooney ask Dir Bell how much she uses the cell phone. Dir Bell stated she uses it very little, not enough to support the monthly charge. She stated she does not know who has the contract as the County Clerk pays invoices received. She further stated LCTTA does not host events, so no calls are received from those clients. The people who call for Main Street, call the office which has an answering machine if she should be unavailable.

CH Mooney moved to disconnect the Latimer County Tourism Executive Director’s cell phone at an advantageous date with Rep Paxton seconding the motion.

The vote taken:

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

Dir Bell stated she will update her business cards removing the cell number and include the telephone numbers for Main Street and the Chamber of Commerce.

11. Adjourn:

CH Mooney pointed out the next scheduled meeting, 14 October, is the Friday of the Fall Fest which means several Board Members will be unavailable. She recommended moving the meeting to Thursday, 13 October, 9:30am; all agreed with the new date.

VC White moved to adjourn the meeting and schedule the October meeting on 13 October with Secy 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 10:45 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