

## **Latimer County Tourism Trust Authority (LCTTA) Board Meeting Minutes of April 12, 2019**

The LCTTA Board met April 12, 2019 at the Chamber of Commerce Meeting Room. The meeting was called to order at 9:35am by Chairwoman Maryellen Mooney. Roll Call confirmed all Board Members were present. Others attending were Executive Director (Dir) Tamra Bell and Clerk Lori Chrestman. Guests in attendance were Danel Walker, EOSC; Asst Ch John Ford, WPD; Jennie Skimbo, TSET; Alicia Campbell, Outlaw 100 Race; and Lori Long, Jeep Invasion.

### **3. Adoption of Agenda:**

CH Mooney stated need to add Item C. Ms. Long, Jeep Invasion After Action Report (AAR) to #8, "Discuss with Possible Action Issues Concerning Grant Applications". NOTE: April Agenda item numbering is incorrect as numbers went from #5 to # 7: #6 was left off.

Rep Thomson moved to adopt the Agenda with change to add Item C to #9; Rep Johnson seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Mr. Thomson Yes Mr. Shero Yes

The motion passed.

### **4. Approval of March 12, 2019 Regular LCTTA Board Meeting Minutes:**

Rep Shero moved to approve the Minutes; Rep Johnson seconded the motion.

The vote taken:

CH Mooney Yes VC White Abstain Mr. Johnson Yes Mr. Thomson Yes Mr. Shero Yes

The motion passed.

### **5. Financial Report:**

Dir Bell discussed purchase orders (PO), stating there are several duplicate POs.. She described the process which lead to duplicates and stated she will clean up prior to next Board Meeting.

CH Mooney stated the Financial Report was accepted as presented.

### **6. Public Comment:**

A. Rep Johnson discussed the Red Oak events with concert, interviews, and press releases generated by the song his daughter, Ava, wrote and sings after the death of a friend, which has caught attention from several country singers and producers in Nashville. Reaching out to Ava for interviews are CH 2 and CH 6 from Tulsa and ABCs Good Morning, America. Rep Johnson stated several of the Nashville visitors are returning to enjoy this "secret gem of SE

OK” and to hold events. He anticipates their interest will greatly influence tourism; 112,181 hits have been counted by people interested in the song which could lead to local visits.

A discussion followed with suggestions of available hotels and Bed & Breakfasts.

B. Dir Bell discussed the issue with Mgr Hawn, RCSP, being temporarily suspended. He had an interview with his supervisors, the outcome of which should soon be known. A discussion followed concerning the various efforts of support which has been offered to him. Support is needed from LCTTA for both RCSP upcoming events and Mgr Hawn.

#### **7. Discussion and Possible Action Concerning Website, Logo & Other Advertising Issues:**

A. Rep Thomson reported on the interview conducted 13 March with Crystal Calhoun, a professional web developer and social media manager who lives in the Veterans Colony. She presented several examples which were very professional: her fees are professional and higher.

Dir Bell asked if the Board wanted to have an immediate professional website or to give Mr. Sockey a chance to improve. Rep Shero stated his view is to go with Mr. Sockey for now and later pull in a professional if still needed. CH Mooney stated Mr. Sockey has started working on updating the website and encouraged everyone to give him the information about events that he needs; info should not be forwarded only by Dir Bell. Dir Bell suggested giving him time to update and ask him to do a presentation at the May Board Meeting on 10 May.

Rep Shero moved to stay with Mr. Sockey as webmaster and to give him a suspense of 15 May to complete improvements; VC White seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Mr. Thomson Yes Mr. Shero Yes

The motion passed.

Dir Bell will inform Ms. Calhoun of Board’s decision to remain with current webmaster.

#### **9. Review (and Possible Action) of Grant Applications:**

A. Ms. Lindsey Ward, What About Bob Chuck Wagon Races, 6-9 June., \$4161 (\$1300 & \$780— radio adv; \$261 – posters; and \$2200 - Buckles). Ms. Ward stated this is their 10<sup>th</sup> year. They are looking at a bigger & better weekend. There will be lots of prize money for competitors from Arkansas, Missouri, Texas and Oklahoma. Radio advertising will be 99.1 at Ft. Smith. Ms. Ward displayed the poster mark up and stated they have last year’s posters, so only need \$261 for 50 posters and 1000 cards. Ms. Ward displayed a buckle prototype and stated they need 22 buckles at \$100 each. The LCTTA logo will be a sticker on the backside of each buckle. To answer Rep Johnson’s question as to where the participants stay, Ms. Ward stated she talked to Wilburton hotels and RCSP and expect them to be full. Many will be

camping on the grounds. They have improved the grounds by adding some electrical poles for the vendors. To Rep Johnson's question about the kind of vendors, Ms. Ward answered food vendors; crafts; tee shirts, and embroidery and includes both local and out of state vendors. Ms. Ward touched base with Roy's, TSC, Sonic and McDonalds to expect huge visitor influx. Dir Bell stated the Bike Riders arrive on 10 June so Wilburton has 2 huge events back to back.

Rep Shero moved to approve \$4161. Rep Thomson seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Mr. Thomson Yes Mr. Shero Yes

The motion passed.

Ms. Ward thanked the board and stated 43 teams are guaranteed. CH Mooney reminded Ms. Ward to return to the July Board Meeting with an AAR which should include number of visitors staying in motels, number from out of state, and income generated.

B. Asst CH John Ford, WPD, Back the Blue Bull Bash, 14 September, 2019, \$7,800 (\$5,000 – Stock; \$1250 – Tee Shirts; \$250- Posters; \$1,300 – Radio Ft Smith) Mr. Ford stated this WPD fund raiser started 3 years ago. This year will be co-sanctioned by the SW PBR Association bringing in 50 to 70 riders, age 18 to 70. Being sanctioned draws professional riders; goal is to get PBR involvement which normally takes 4 to 5 years. Working on "growing the event" to 2 nights, possibly next year. Vendors used for the concession. Last years funds raised used for body cameras and other equipment for WPD.

CH Mooney asked the number of attendees competing to which Mr. Ford stated 40 to 75 with families. VC White asked how many tee shirts are ordered from Stitch N Stuff to which Mr. Ford replied they sell about 100 and throw about 25 into the crowd. Rep Shero asked how many times LCTTA has supported the event to which Mr. Ford replied this is the first time WPD has requested a grant.

Mr. Ford discussed the stock contractor stating have used each time because he is reliable: he brings stock in, sets up and handles every detail concerning the stock. He donates \$1000 out of his own pocket toward prize money.

CH Mooney discussed the need for LCTTA to purchase tee shirts instead of using sponsors, stating the request is \$6550 without tee shirt amount.

A discussion followed concerning sponsorships, banners and stock costs. VC White stated this is a new event and should be supported.

Rep Thomson moved to approve \$4400 (\$2500 Stock; \$250 Posters; \$1300 Radio Adv; and \$350 Prizes). Rep Shero seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Mr. Thomson Yes Mr. Shero Yes

The motion passed.

Mr. Ford thanked the Board. Dir Bell described the PO process with Mr. Ford.

C. Alicia Campbell, Outlaw Race 100, 13 & 14 July Marathon Race @RCSP. Ms. Campbell stated she does not have the complete information to prepare a grant request and will return for the May Board Meeting with the Grant Request.

D. Lori Long, AAR Family Jeep Invasion, 6 Apr 19, RCSP. Ms. Long displayed the bag and tee shirt purchased for race.

- 231 off road vehicles registered.
- All RV and cabins full at RCSP
- 560 stayed overnight. 50% new to Latimer County; received great reports.
- As of this morning 12.3 thousand talking about on social medial
- Jeeps lined up on Main Street (last minute development)
- Next year will set up parade and night cruise on Main Street
- Need additional trails at RCSP for event. With new trail, guarantee 1000 jeeps at next year's event.
- Talking to OK Tourism Board for available grant funding for next event.
- Raised \$7,504 for 4H; \$2003 for Wrestling Team
- Several groups have made return reservations to enjoy area this summer.
- Attendees commented on friendliness of City businesses & residents

The Board Members applauded Ms. Long for her AAR: "That's what an AAR should be!"

**No Action Necessary.**

#### **10. New Business:**

A. Discuss and Take Action to Approve Secretary of LCTTA Board.

CH Mooney stated the By Laws require a Secretary be appointed; however, with the current set up, the secretarial duties are divided and handled. Therefore, the appointee currently will have few actions.

Rep Shero moved to appoint Wade Thomson as Secretary of the LCTTA Board; Rep Johnson seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Mr. Thomson Yes Mr. Shero Yes

The motion passed.

B. Ms. Bell & Rep Johnson: Promotional Items for Latimer County

Rep Johnson stated the LCTTA Board has nothing to give to visitors who come to Latimer County for any event. He referenced the recent event at Red Oak visited by performers and producers from Nashville. Having a promotional item(s) available shows professionalism as well as reminds visitors where to return for that good time.

VC White stated there are many items to purchase so we need a marketing expert to advise which products to purchase. One expert is Joyce Jones;

VC White moved to contact Joyce Jones to prepare a list with costs of prospective promotional items for presentation at the 10 May Board meeting; Rep Thomson seconded.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Mr. Thomson Yes Mr. Shero Yes

The motion passed.

C. CH Mooney: Purchase of 100 Promotional LCTTA Bags

CH Mooney displayed a bag and stated the cost is \$3.65 a bag and suggests purchasing 100. The bags can be imprinted locally by 5<sup>th</sup> Quarter Printing owned by Caleb Wooten. CH Mooney stated the bags can be used for the promotional items just approved.

Rep Shero moved to purchase 100 bags at \$3.65 each; Rep Johnson seconded the motion.

The vote taken:

CH Mooney Yes VC White No Mr. Johnson Yes Mr. Thomson Yes Mr. Shero Yes

The motion passed.

D. Rep Johnson brought up and led a discussion on the scenic bi-way needing to be cleaned up to allow a clear view for visitors. Currently there is a brush and tree growth that blocks the beautiful vista. It was determined the County Commissioner for that district should be contacted to take action.

**11. Old Business**

A. Discuss and Take Action to Approve Lease Agreement with EOSC.

CH Mooney gave the update on the proposed Lease Agreement. She, VC White and Garnett Parks met with EOSC President, Dr. Steve Smith who stated he saw no problems with a lease. He will talk to the Regents Board and have it on the Agenda for the June meeting.

Rep Shero stated the Board has 7 members and he feels there are 4 solid "Yes" votes; so the lease should be approved. Rep Shero gave a short history of the lease. It was leased in the 50s when the Choctaws deeded it to the US Government and subsequently, they deeded it to EOSC. Rep Shero stated they can do a temporary lease on the extra land so the new trails can be initiated prior to the Jeep Invasion's next event.

No Action Necessary: Discussion Only.

**B. Update on Butterfield Trail & Edward's Store Educational Booklet**

Danel Walker, EOSC, presented a mockup of the booklet which includes a map to the Board for review. He stated when this is published, LCTTA will be the first in the country to get this going. Initial comments were, "Super" "Looks Good" "Slam Dunk"

Dir Bell suggested Mr. Walker forward the booklet to each member via email for a more thorough review to verify the information. Once each member has reviewed it, the Board can approve the booklet and get it printed.

No Action Necessary.

**11. Adjourn .**

Rep Shero moved to adjourn the meeting at 11:10am; Rep Thomson seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Mr. Thomson Yes Mr. Shero Yes

The motion passed

Next meeting is May 10, 2019, 9:30am, at Chamber of Commerce.

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**Maryellen Mooney, Chairman**

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**Jodie White, Vice Chairman**

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**Earl Shero, District 1**

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**Wade Thomson, District 2**

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**Nathan Johnson, District 3**