

## **Latimer County Tourism Trust Authority (LCTTA) Board Meeting Minutes of February 8, 2019**

The LCTTA Board met February 8, 2019 at the Chamber of Commerce Meeting Room. The meeting was called to order at 9:30am by Chairwoman Maryellen Mooney. Roll Call confirmed all Board Members were present as well as Executive Director (Dir) Tamra Bell and Clerk Lori Chrestman. Also in attendance were Linda Dennis, Owner, Hwy 2 BBQ; Ginny Skimbo, Choctaw Nation; Mike Mooney, Main Street Pgrm, and Lori Long, Jeep Invasion.

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

Rep Thomson moved to adopt the Agenda with one change of removing Item 8.B. Grant Application from Robbers Cave State Park for Youth Trout Derby on 9 March 2019. 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 January 11, 2019 Regular LCTTA Board Meeting Minutes:**

Rep Thomson moved to approve the Minutes; VC White seconded the motion.

The vote taken:

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

The motion passed.

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

Dir Bell discussed purchase orders:

- A. POs 229, 230, and 231 are POs for Outlaw 100.
- B. PO228 is open for use as the former vendor entry has been deleted.
- C. POs 2079, 2080 & 2081 are duplicates.
- D. PO 2085 is not Alford Metals (has incorrect vendor name).

CH Mooney and VC White discussed the encumbering process. Dir Bell will update listing at County Clerk's Office prior to March LCTTA meeting.

CH Mooney stated the Financial Report was accepted as presented.

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

A. Rep Johnson discussed new business opening in March, Hwy 2 BBQ at Hwy 2 South and Stovall Road. They are working with the Talihina Bikers Club to sponsor a Poker Run

which will include Tuskahoma, Talihina, Red Oak and Wilburton. He discussed with VC White a stopping point in Red Oak. He reiterated the LCTTA mission to promote new business and encourage people to support new businesses.

Ms. Dennis stated the opening depended on receipt of liquor license for beer and wine. They currently are remodeling building for the restaurant which will serve breakfast and lunch at reasonable prices (\$5 for lunch & \$1 drink) and will use local sources for supplies when possible. Lunch menu will include BBQ, Burritos, Sandwiches, etc.

B. Dir Bell & Ms. Long discussed "Jeep vs Harley" event and the former Bikes & Blues event and the desired outcome.

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

A. Dir Bell relayed information obtained at Wilburton Economic Board from Debbie Vega who represented Wilburton at an EXPO in Texas in February. Ms. Vega stated she made many contacts with businesses that are potential new businesses for Wilburton. She determined that a good website is a critical element as it serves as source of all demographic information businesses use to make the decision to locate.

B. Dir Bell stated she had talked to Mr. Sockey who indicated he wanted to meet with the Board to answer questions and lay out his contract. He suggested a conference call for ease in scheduling. A discussion followed among the Board concerning the better avenue: to stay with Mr. Sockey or to contract a new webmaster, as well as cost. The desired outcome is to have a website which not only attracts visitors with its design and event listing, but also is informative about Latimer County giving the demographics, available services, and businesses.

Rep Johnson moved to explore other avenues for the website and possible webmasters and to go out for bids by the next meeting. 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.

The Board then discussed possible bidders and contacts to be made.

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

A. Dr. Hendrix, EOSC, Music Dept. After Action Report (AAR) on Trevor McBane Performance, 7 February. Dr. Hendrix stated it was standing room only at this fund raiser for EOSC scholarships. The Oklahoma Kids and student members of EOSC Music Dept opened for the band. Mr. McBane conducted a well-attended workshop on Wednesday. This event was

considered a success, having met the goals of raising awareness & funds, and providing the community with a professional performance. Receipts will be turned in 11 February.

Rep Johnson stated he would provide a list of possible performers for the 2020 event.

Rep Shero commented on this special event, stating we take for granted what a good program is available even though a major area of the department was cut.

Dr. Hendrix stated he could not have provided this event without LCTTA funding.

CH Mooney asked if the success was due to Trevor or to word of program getting out, to which Dr. Hendrix answered both were. Mr. McBane has a large local fan base and the program has gained popularity, as well. He concluded with, "Thank You, LCTTA Board."

**B. CH Mooney and Rep Shero: Signage for Butterfield Trail. (Tabled 11 January 2019)**

Rep Shero stated the Butterfield Trail Committee met and identified 28 sign locations in Latimer County for metal stagecoach signs produced by Alford Metals for approximately \$100 per stop. He will bring the detailed list of costs after working with the VOTECH. He is working with the many it takes "to put the pieces of this puzzle together." The National Park Service Update should be available soon which could influence the cost.

VC White stated she will add this as Agenda Item for the Red Oak City Council which meets Monday.

Rep Shero stated the Latimer County Commissioners will soon have on their Agenda to address specific locations where signs are permitted. He has suggested a specific route.

A discussion followed as to possible sign producers, including local vendors.

Rep Thomson moved to approve approximately \$1000 to produce 100ea metal historical location signs. 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.

**C. Dir Bell, Relics & Rods, 29 June, 2019, \$1,000 for Trophies.**

Dir Bell distributed the vendor email that stated the quote had been changed to \$2,000 due to an increase in cost of metal materials for the previously approved trophies cost. She asked the Board how best to handle this additional charge of \$1000. She stated the event has added additional categories from last year: the vendor donated some trophies last year, but has not offered a donation this year. His only business is LCTTA and the Choctaws.

Rep Shero stated it appears there are 2 choices: 1. Accept the increase or 2. Find another producer. One issue will be the short timeframe now available to produce trophies.

VC White stated she may have possible vendor from Buffalo Valley for next year.

Rep Shero moved to approve the Grant for \$2,000 for an additional \$1,000 to formerly approved Grant; 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.

Dir Bell stated she will go out for trophy bids for 2020 event in July 2019.

VC White stated his invoice needs to be detailed in costs so other proposed vendors know how to bid and we know what specifically is needed from the vendors. The trophy should be available to possible vendors for a clear idea of expectations.

D Mike Mooney, Main Street and Chamber of Commerce, Latimer County Visitors Guide (VG), \$3,500 for 8,000 copies. Mr. Mooney stated the VG has evolved over past years to include several categories of information besides local events. He suggested that VC White submit ASAP all the Red Oak events and a more inclusive list of businesses. He believes this will increase traffic to Red Oak to produce more income. He stated \$3500 is half the cost of printing: Other organizations will take care of remainder.

Rep Thomson moved to approve up to \$3,500 for publication of 8,000 copies of the 2019 Latimer County Visitor Guide by Stigler Printing. 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.

Rep Thomson discussed the "coop ads" with shared costs from Choctaw. CH Mooney stated there are too many advertisers and not enough pages to qualify for that program. She stated Robbers Cave State Park had submitted a new list of activities. They changed "ATV" site to "Off Road" site to include jeeps, motorcycles, and bicycles.

E. Dir Bell, Chamber of Commerce, Fireworks Display, Saturday, 29 June 19, \$3,000.

Dir Bell stated the vendor suggested a longer, larger show for \$12,500, but is only asking LCTTA for \$3,000 as they have additional sponsors, so only need the \$3,000.

VC White stated the Red Oak Fireworks Show vendor is concerned about the status of the Trade Agreement with China issue. Dir Bell responded the contract she will sign once the Board approves the Grant will lock in the amount of \$12,500.

Rep Shero moved to approve the Grant for \$3,000 for the Fireworks Show on 29 June 2019; 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.

F Rep Johnson, Film Video for "Heaven's Window", 13 March 19; (various costs listed).

Rep Johnson stated Ava Rose Johnson wrote a song, "Heaven's Window" that has been selected to be produced as a video, filmed on location in Latimer County. The song is based on a Red Oak person who died in ATV accident and is being filmed to encourage ATV safety. Ava has performed the song on Good Morning America and Patriot's Park. Cost of producers traveling here is normally \$25,000. Rep Johnson played the unedited song for members. If LCTTA approves grant, the LCTTA logo will be shown at beginning of video.

Rep Johnson has reached out to OK Tourism for assistance as well. The boy's birthday is 13 April, so trying to complete production to release by that date. A local family has donated \$2500 for Ava to travel to Nashville. Once video is made and released, the company will do motivational speaking in the local schools.

Rep Shero asked if a contract has been signed to which Rep Johnson stated yes, and showed the contract to the Board. Rep Johnson stated the video could produce thousands of visitors in Latimer County; video could potentially be seen by a million viewers.

Rep Shero stated the Board needs to come up with a dollar amount to commit to if the project comes to fruition. But the motion needs to be justifiable; "a measured return on the investment."

Rep Thomson discussed the insurance liability of the film crew. Dir Bell stated we would be sponsors, so therefore not liable since we are not hosting the event.

CH Mooney stated she agreed with Rep Shero that this is an investment in the film and in Ava Johnson, who is a natural resource in Latimer County. Agreed with sponsorship of \$2500 to \$3000. The Board discussed the economic impact of the successful video.

Rep Shero moved to pledge \$3,000 if the video comes to fruition; Rep Thomson seconded the motion. NOTE: As this is only a pledge, once Rep Johnson obtains remainder of funds, he will get PO from Dir Bell.

The vote taken:

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

The motion passed.

## **9. Old Business**

A. Discuss with Possible Action to Approve Leasing from EOSC the Rock Building & Surrounding Acreage Located on Hwy 2 North & Bike Trail from Rock Building to RCSP. (Partial Action and Remainder Tabled 11 January 2019).

Rep Shero described the issue. He stated LCTTA Board needs to get on Agenda for EOSC Board of Regents Meeting to discuss land behind Sports Complex is unique, could be leased exclusively to a group for use of trails and woods. As long as land is used for tourism, LCTTA would be in compliance. (Issues of Trust making profit must be addressed long term.)

NOTE: The EOSC Board of Regents next meeting is February or March. That Board could be going away as early as summer or perhaps in future depending on EOSC disposition. Timing is critical for our action. This not only connects the city with RCSP, but will be great for tourism.

Rep Thomson moved to approve Request to EOSC Board of Regents to add Agenda Item to lease land to LCTTA. 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.

Rep Shero suggested 3 or 4 Board Members attend the EOSC Regents Board Meeting to present the proposal.

Lori Long stated once the lease of the land is approved, she has a group of volunteers to assist in cutting or cleaning trails.

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

A. Discuss Addition of Manager, Robbers Cave State Park, as Member of LCTTA Board.

CH Mooney stated she had a conversation with Mr. Hawn who stated in several Oklahoma counties, the Manager of the State Park is a part of the Board, specifically mentioned was in Broken Bow. Currently, Board has 5 voting members so a tie is not possible. A 6<sup>th</sup> member would pose the possibility of a tie.

Rep Thomson suggested the Choctaw Nation of Oklahoma (CNO) be requested to send a representative which would make the voting members the uneven number of 7, so no tie is possible. The Board would then be a better representation of the entire community.

CH Mooney stated the change would require an amendment to the By Laws, which would require a review by the DA for legality of the action. Subsequently, it would also require approval of the Latimer County Commissioners Board.

Rep Johnson asked the question, "Since the 5 current members are appointed, how would you word the addition of the permanent members (RCSP Manager & CNO Rep)?"

Rep Shero moved to approve discussion with the Latimer County District Attorney about amending Tourism Trust by addition of 2 Board Members (RCSP Manager & CNO Rep); 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.

B. VC White stated she has contact with several people concerning the historical Edwards Store in Red Oak and will contact them to see if they would do a presentation at the March LCTTA Board Meeting. (Discussion Only. No Action Necessary)

**11. Adjourn .**

Rep Thomson moved to adjourn the meeting at 11:25am; 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

Next meeting is March 8, 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**

