

Latimer County Tourism Trust Authority (LCTTA) Board Meeting Minutes of October 11, 2019

The LCTTA Board met October 11, 2019 at the Chamber of Commerce Meeting Room. The meeting was called to order at 9:40am by Chairwoman (CH) Maryellen Mooney. Roll Call confirmed all Board Members were present. Others attending were guests Lori Long, Jeep Invasion; Jenny Skimbo, KI BOIS/TSET Healthy Living Pgm; Denice Daniels, TSET Healthy Living Pgm Coordinator; Lauren Davis; and Clerk Lori Chrestman. Note: Executive Director (Dir) Walker was delayed in attending the meeting due to a Family livestock issue.

3. Adoption of Agenda:

VC White made the motion to adopt the Agenda: Rep Thomson seconded motion.

The vote taken:

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

The motion passed.

4 Approval of September 13, 2019 Regular LCTTA Board Meeting Minutes:

Rep Shero made the motion to approve the September 13, 2019 Minutes: VC White seconded the motion.

The vote taken:

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

The motion passed.

5 Financial Report:

Rep Shero stated the Financial Reports when he first became a Board Member showed approximately \$25,000 unencumbered which has become approximately \$13,000 in the last couple of years, which is a concern. However, the trend for past 9 or 10 months of amount of lodging tax received in Latimer County has risen to approximately \$3900 a month. He recommended developing a budget for good management now that the income is quantified.

A discussion followed with suggestions of developing an anticipated grant expenditures and expenses budget; reviewing incoming grants to wean long-standing requests; and encourage new events to increase income.

Also discussed was methods of increasing tourism to include a video Robbers Cave State Park is putting together featuring healthy activities such as running and bicycle events, and hiking. VC White stated an Air B&B just initiated construction north of Red Oak. CH Mooney mentioned an Air B&B has initiated a contract in Latimer County; and Rep Shero discussed the positive impact of building cabins using as models the programs at Broken Bow and Hugo which have become hugely successful. Also discussed was need for an indoor venue for very large group of 1000 visitors.

VC White discussed Choctaw Grant possibility and volunteered to help with budget for anticipated grants. Will request list of possible new events such as Butterfield Trail Run, etc.

CH Mooney stated the Financial Report was accepted as presented.

6. Public Comment:

A. Lori Long described her attendance last weekend at a Show & Shine event and suggested LCTTA consider it. CH Mooney stated the idea is a good one for a Main Street Program event, but not LCTTA.

B. Rep Thomson stated a new landmark was installed yesterday at Casey’s Travel Plaza: a huge 30’x 60’, 87 lbs when dry, American flag on a 120’ pole. Electricity for constant lighting will be coming soon to ensure the flag can be seen at all times.

C. Rep Johnson suggested a tourist exchange program with Angel Fire, New Mexico be arranged for the Jeeps Invasion, Outlaw 100, and Biking. The terrain is very similar and a mutual exchange program would benefit both.

7. Discuss with Possible Action Issues Concerning Web Advertising:

No new business was presented to discuss.

8. Discuss with Possible Action Issues Concerning Grant Applications:

A. Charlotte Ellis: Grant for Cross Tie Bed & Breakfast Signs.

VC White stated the new business is an Air B&B. Ms. Ellis determined that she preferred to present info to the Board closer to the opening date.

Rep Thomson moved to table the Grant Application: Rep Shero seconded the motion.

The vote taken:

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

The motion passed.

9. New Business:

A. Discuss and Take Action to Approve Purchase of Cell Phone for Dir Danel Walker. CH Mooney stated the LCTTA Board has discussed purchasing a cell phone for the new Exec Dir at September meeting. Dir Huggle had an LCTTA cell phone but Dir Bell preferred to not have one, so the precedent is there. While she normally would not act without direct approval of the Board, circumstances indicated the need to purchase Dir Walker a phone prior to the scheduled meeting today. Dir Walker was without a cell phone as his personal cell phone cracked and became unusable. They went to the local US Cellular store and arranged a credit purchase of an I phone for \$745.18 to comply with LCTTA policy of requiring a PO prior to an expenditure. The monthly Service Fee is \$88 a month.

Rep Shero made the motion to approve purchase of cell phone for Dir Walker for \$745.18. VC White seconded the motion.

The vote taken:

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

The motion passed.

B. Discuss and Take Action to Approve Purchase of iPad for Dir Walker with Cost Divided Among LCTTA, Main Street & Chamber of Commerce.

CH Mooney stated Dir Walker needs an iPad for several reasons: to take payments when at events or Tourism Shows; to edit pictures, etc. The costs is between \$450 and \$500 or \$150 to \$160 per organization.

A discussion followed concerning the best and most economical method of service fee arrangements and terms to pay (separate service fee for each; add iPad to Cell Phone Service contract; have Main Street & Chamber pay for iPad since LCTTA purchased phone).

Rep Shero made the motion to approve purchase of the iPad with the best financial arrangement worked out among 3 stated organizations: VC White seconded the motion.

The vote taken:

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

The motion passed.

10. Old Business:

A. Promotional Items:

VC White stated she had gone to an event where everyone was giving away “stuff” (promotional items). She asked, “Do we really need to give away “stuff”?” A discussion followed in which various reasons were stated for benefit of having promotional items. It is an effective tool. There then followed a discussion of desirable items. Ms. Daniel stated their handout was a fishing bobber which was very popular. Also discussed were packets of flower seeds and a small everything-tool. One suggestion made was to purchase an item specific for that event’s attendees.

B. Butterfield Trail Signage Update:

Rep Shero stated more signs are going up in next few days. They will be in Red Oak soon to install those poles with signs.

MEMBERS COMMENT:

A. VC White stated the Red Oak 4H had worked hard for 3 days painting culverts, marking/stripping new parking spots in middle of Red Oak Main Street, and painting anything that was needed. They accomplished more than expected. She said she has a good group that is looking for service projects, so is offering their help to others.

B. A LCTTA Board point of contact list was reviewed with corrections noted. An updated list will be forwarded to the Members for their use.

C. Manager Mayes stated she is settling in well. She discussed her “Inaugural Debut Event” next week with the Fall Fest opening on Friday, 18 October.

D. Rep Shero welcomed Lauren Davis as a guest. He invited her to attend both to give her an idea of what is going on in community and also to spark interest in community events. “Visitors to our Board is good exposure for the attendee and for the LCTTA Board.”

11. Adjourn:

Ch Mooney adjourned the meeting at 10:35am.

Next meeting is November 8, 2019, 9:30am, at Chamber of Commerce.

//ORIGINAL SIGNED//

Maryellen Mooney, Chairwoman

//ORIGINAL SIGNED//

Jodie White, Vice Chairwoman

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Earl Shero, District 1

//ORIGINAL SIGNED//

Wade Thomson, District 2

//ORIGINAL SIGNED//

Nathan Johnson, District 3

//ORIGINAL SIGNED//

Loran Mayes, Robbers Cave State Park