

Latimer County Tourism Trust Authority (LCTTA) Board Meeting Minutes of July 12, 2019

The LCTTA Board met July 12, 2019 at the Chamber of Commerce Meeting Room. The meeting was called to order at 9:35am by Chairwoman (CH) Maryellen Mooney. Roll Call confirmed all Board Members were present except for Vice Chairwoman (VC) Jodie White. Others attending were Executive Director (Dir) Tamra Bell, Clerk Lori Chrestman and guests Susie Bull, Wilburton Round Up Club, County Clerk Erin Adams, and Lori Long, Robbers Cave Jeep Invasion.

3. Adoption of Agenda:

CH Mooney stated Ms. Susie Bull needs to be added to present her after action report:

8. Review (and Possible Action) of Grant Applications: A. Susie Bull, Wilburton Round Up Club; After Action Report (AAR) for Rodeo held 14-15 June.

Rep Thomson made the motion to adopt the Agenda with an addition to Item #8: Ms. Bull to present the AAR for the 14-15 June Wilburton Rodeo sponsored by the Wilburton Round Up Club. Rep Johnson seconded motion.

The vote taken:

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

The motion passed.

4 Approval of June 14, 2019 Regular LCTTA Board Meeting Minutes:

Rep Thomson stated Item #8.A., Line 7, should be clarified to read, “the Spanish American Veteran’s Colony” to correctly distinguish it from the Veteran’s Colony on the same highway. VC White had, via email, stated #8.A., Line 11, needs to be changed to correctly identify Mr. Danel Walker’s position as a freelance designer (not EOSC staffer).

Rep Shero made the motion to approve the June 14, 2019 Minutes with the 2 stated corrections; Rep Thomson seconded the motion.

The vote taken:

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

The motion passed.

5 Financial Report:

- A. Dir Bell stated the first page of the Financial Report is a PO inaccurately quoted by Briggs Printing as \$1360 instead of actual cost of \$2360. As the misquote was Briggs mistake, they will honor the lower quote.
- B. CH Mooney discussed the printing of the Butterfield Trail Brochure which requires a machine to print at 36-inch brochure. The search on the internet resulted in finding printing companies with the capability to print a maximum of a 26-inch brochure.
- C. Dir Bell discussed the radio advertising PO for “The Music Man Plan” which is billed from EOSC, a local address, but was advertised on the EOSC radio station in Idabel. CH Mooney stated that since EOSC has stations in several areas other than Wilburton, and the invoice specifies which station advertised, paying the local address is legal. One corrective option might be for the Idabel station to originate the invoice.

D. Erin Adams, Latimer County Clerk, conducted a presentation on the methods used for the LCTTA Purchase Order system. She distributed 2 handouts and explained each, answering questions from the Board. She stated one major change initiated by the State beginning FY19-20, was the standardization in all 77 counties of the names and numbers of TTA accounts. She reviewed each TTA account, stating it takes 2 weeks to move funds around so accounts may not reflect daily changes.

Rep Shero initiated a conversation reference income from events and the ability to know if an event is having positive impact on Latimer County economy. Ms. Adams stated she will run a report for each of the last 3 fiscal years to give LCTTA Board Members budget info trends for income and expenses.

CH Mooney thanked Ms. Adams for her presentation and the time spent answering each member's questions, adding she felt the Board was now more knowledgeable.

CH Mooney stated the Financial Report was accepted as presented.

6. Public Comment:

A. Dir Bell discussed the "Dark & Dirty 50K Run" at Robbers Cave State Park (RCSP) scheduled for Saturday, 13 July. She encouraged participation of Board Members and their friends as "cheer leaders" stating that crowd participation on such a long run is very helpful.

B. Dir Bell reminded the Board the play, "The Music Man" started the night before on the 11th, continuing 12 and 13 July and urged the Board members to attend.

C. Rep Shero asked the status of the hiring of the Manager for RCSP. Lori Long stated Ms. Loran Mayes has been selected and moves in 1 August. She from Altus; is highly motivated; has worked as Main Street Director; and desires to work with the community.

D. Rep Johnson stated his group has recently returned from New Mexico where they worked with song writers and singers, specifically, Billy Dawson from Nashville who wants to work with the Oklahoma local singers to develop talents.

E. Rep Thomson expressed his gratitude to those who assisted in the Main Street Program clean up within the city. The group included newcomers Cindy Shero and Melissa Jamell plus the Board members.

7. Discuss with Possible Action Issues Concerning Web Advertising:

Dir Bell said everything is good with the Web Advertising. She said it is imperative that the information keeps flowing to Mr. Sockey, feeding him information about all the events.

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

A. Susie Bull, Wilburton Round Up Club, AAR for the Rodeo held 14-15 June. Ms. Bull distributed her AAR document which listed all expenses, income, and profit, stating the Club was happy with the attendance and the gate income, having raised the price of admission \$1. Attendance cannot be verified, but the crowds were larger than last year.

CH Mooney asked if the Concession workers should be paid (\$700 expenditure)? Ms. Bull stated with only 5 people on the Board and having tried but failed to obtain volunteers, they resorted to paying the concession workers. Additionally, the cost of food was up, so the profit was lower from the Concession Stand sales.

Ms. Bull then discussed the need to start charging \$300 a night for any organization using the rodeo grounds to defray the overhead costs.

She discussed the use of profits, stating the Board had updated the Concession Stand, adding insulation. The next project is to start replacing the old wooden bleachers; replacing the bucking shoot pipes and adding more shoots. A discussion followed with the LCTTA Board suggesting several options for obtaining volunteer labor: DOC prisoners; community service people; college students. Dir Bell suggested starting now to involve the community more for next year's rodeo support.

Ms. Bull stated the royalty contest was cancelled when only one person entered.

Ms. Bull stated their future plans include a 2-day Rach Rodeo in October. Rep Shero and Rep Johnson each volunteered to be called for support. Ms. Bull stated the rodeo arena is PRC approved which supports holding larger events; however, a PRC sanctioned event has much larger prize money amounts (increasing the overhead for the event).

8. New Business:

A. Lori Long stated she has a volunteer who will make a quilt from tee shirts to use as a prize for an event or to use personally. She requested any former event tee shirts be shared.

10. Old Business:

A. Promotional Items.

(1) Dir Bell discussed the need for a new banner as the old one is becoming frayed. She also discussed the information distributed last month with the list of possible promotional items. A discussion followed as to what items would be most useful or desired.

CH Mooney suggested Dir Bell discuss with VC White and bring to the August Board Meeting a list of desired items and the quotes to obtain/order. It was determined the cloth bags of good quality are preferred with a very large logo.

(2) Rep Johnson stated his group is going to Nashville end of July and to Georgia in October. "We could use promotional items, if available." He also discussed the possibility of LCTTA paying for rooms @RCSP when reporters come to visit to interview/review events. CH Mooney suggested he talk to Merle Cox to see if it is authorized. If it is not, then Rep Johnson can discuss at a LCTTA Board meeting. Rep Shero stated it should be a legitimate expense if the interview promoted Latimer County. He also stated Mr. Cox has regular quarterly meetings that are open to the public; LCTTA members should attend and make our local issues known to the State Park system.

B. Status of Printing of Butterfield Trail Brochure. The cost to print is \$1360: no delivery date was stated.

C. Rep Shero discussed the Butterfield Trail markers. He stated the completed coating process of the metal casted sign should be completed and the order received by the August Board meeting with subsequent installation completed by end of August.

D Rep Shero stated he would like to see the LCTTA Board move away from old events that are sponsored for years and years. "We have new events to move toward." Some events have issues such as the management of the organization which prevent their growth. We need to encourage new events like the Jeep Invasion that brings in large numbers of visitors and fills the motels. He stated he questioned the support of WPD Back The Blue Bash as it does not bring people into town.

11. Adjourn:

Rep Thomson moved to adjourn the meeting at 10:50am; Rep Shero seconded it.

The vote taken:

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

The motion passed.

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

//ORIGINAL SIGNED//

Maryellen Mooney, Chairwoman

//ABSENT//

Jodie White, Vice Chairwoman

//ORIGINAL SIGNED//

Earl Shero, District 1

//ORIGINAL SIGNED//

Wade Thomson, District 2

//ORIGINAL SIGNED//

Nathan Johnson, District 3