**Latimer County Tourism Trust Authority (LCTTA) Board Meeting**

**Minutes of September 13, 2019**

The LCTTA Board met September 13, 2019 at the Chamber of Commerce Meeting Room. The meeting was called to order at 9:30am by Chairwoman (CH) Maryellen Mooney. Roll Call confirmed all Board Members were present. Others attending were Executive Director (Dir) Tamra Bell, Clerk Lori Chrestman and guests Alicia Campbell, Outlaw 100 Race; Ginny Skimbo, KI BOIS/TSET Healthy Living Pgm; Danel Walker; Cecil Holcomb, Talihina Chamber of Commerce and Garnet Parks.

**3. Adoption of Agenda:**

CH Mooney stated two items needed to be added to the Agenda under “New Business”: E. Alicia Campbell, Grant for Outlaw 100 Race, 15-17 February 2020; and F. Expense for Butterfield Trail Signs. VC White made the motion to adopt the Agenda with the two changes: Rep Johnson 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 August 9, 2019 Regular LCTTA Board Meeting Minutes:**

Rep Thomson stated he was absent from the August 9 Board Meeting which is not reflected in the minutes.  VC White made the motion to approve the August 9, 2019 Minutes with change: Rep Johnson seconded the motion.

The vote taken:

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

Ms. Mayes Yes

The motion passed.

**5 Financial Report:**

Dir Bell stated all old Pos have been paid.

1. PO **752** for BMI was paid in March yet she keeps receiving invoices. She is currently in discussion with BMI and they are reviewing her documentation to determine whether or not is paid.
2. PO 94 is assigned and open for an event that has not yet happened.

CH Mooney stated the Financial Report was accepted as presented.

**6. Public Comment:**

A. Cecil Holcomb, Talihina Chamber of Commerce, distributed a flyer and discussed the 1949 Talihina Crash Memorial events scheduled for 26-28 Sep 19. The 70th Anniversary Weekend schedule includes a parade, dedication service, dinner, and field trip to Fayetteville, Arkansas to see a prototype of the same airplane.

Mr. Holcomb issued an invitation and requested assistance in ensuring as much

participation as possible, especially from Air Force military, both inactive and active.

Mr. Holcomb also distributed a flyer about the “Back Roads History Tour” scheduled for 30 Oct – 3 Nov 19 in Talihina area. Rep Shero stated he had been on a former Back Roads Tour and, “It was a Great Tour.”

Mr. Holcomb then discussed several other interesting tours within 2 hours of Wilburton: Hugo where 3 circuses have wintered; Antlers which has 2 interesting museums; and Ft Townsend which originated as a guard post to protect the Red River from alien crossings. Mr. Holcomb stated their goal is to promote the total area working with all the local tourism and chamber groups as there is so much to offer visitors.

Mr. Holcomb discussed another goal of developing the closing Talihina Veterans Center as a music venue. With its natural beauty on 800 acres, available buildings and stage, and a lead time of 3 years, he is confident it can easily become a leading concert venue. A discussion followed as to the ownership and possible uses to include a state-wide Alzheimer in-house treatment center, or possibly a casino-resort. He summed up the discussion by stating the former governor’s family had strong interests in nursing homes which could be a solution for positive use for this location which is on the National Historical Registry.

CH Mooney thank Mr. Holcomb for his presentations and stated the LCTTA Board is very interested in a continued working relationship with him and his Chamber.

B Rep Johnson stated Tulsa Channel 6 traveled to Red Oak to interview he and his daughter about the song she wrote and recorded. The story will include footage from Ft Smith: all of this publicity encourages tourism with visitors driving to our area.

C Director Bell presented the following:

(1) WPD fund raiser Back-The-Blue Bull Bash is 14th at 7:30 at Rodeo Grounds.

(2) The Biker’s Bash event has been put on hold until 2020. The committee is new and the administrative actions necessary to organize the event are not on schedule. It was decided better to stop than for the event to be a flop. Rep Johnson added his discussions with some of the committee members gave him the idea plans were initially for an adult event when others wanted a family-oriented event. A discussion followed with conclusion there are two types of bikers and family oriented is better for LCTTA event. Additionally, the Board can’t spend public funds for the adult-oriented events such as seen at Sturgis. The committee is looking at a “friendly biker bash for families, possibly with alcohol sold in selective spot(s);

D Ms. Mayes stated there is a biker group coming through Robbers Cave State Park next Thursday, 19 September.

E. VC White stated another business with tax potential has opened in Bengal with the new Cross Tie Bed and Breakfast.

**7. Discuss with Possible Action Issues Concerning Web Advertising:**

A Dir Bell stated Mr. Sockey was in Main Street Office 12 September. She asked that Board members please send her all known information for the web for posting.

B Dir Bell stated the new Butterfield Trail Brochure will be linked to the website.

CH Mooney stated.

1. She is mailing the brochures to the Oklahoma Visitor Centers this weekend.
2. During Main Street Week walking tour next week, will be showing to 5th graders.

VC White asked if the brochure could be printed in black & white to produce for students. Mr. Walker stated it could be broken down for printing on 8-1/2”x11” sheets and the school could then reprint. CH Mooney stated she will print herself for the schools as they do not need a new expense.

VC White stated she will laminate sheets for Red Oak schools; teachers can have the brochure and the students will have the sheets.

Mr. Walker will produce on sheets and forward to CH Mooney who will share with VC White.

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

There were no Grants presented for action prior to posting of Agenda, 11 September.

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**9. New Business:**

A. Ms. Bell, Letter of Resignation.

CH Mooney stated the LCTTA Board has received a Letter of Resignation from Dir Tamra Bell effective 1 October 2019 as Dir Bell has accepted another job.

VC White made the motion to approve the Letter of Resignation from Dir Bell. 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.

D Discuss with Possible Action the Agreement with Mr. Danel Walker to Do Social Media Production and Photography.

CH Mooney read the terms of the proposed contract: $2500 per annum, 1 Oct 2019 thru 30 Sep 2020, to manage LCTTA Facebook and Instagram and do event and promotional photography. The Board discussed standard of expertise Mr. Walker had produced event pictures, as well as the various social media applications available. They determined the addition of Snap Chat would be beneficial.

Rep Shero made the motion to approve the contract to include addition of Snap Chat, when applicable: 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.

E Discuss and Take Action to Approve Grant Application for $2724 for Advertising For Outlaw 100, 15-17 February 2020, at Robbers Cave State Park, by Alicia Campbell. Rep Shero asked what LCTTA approved for the grant request in 2018 and was told $4845.90. VC White asked if there would be any additional grants presented for the event to which Ms. Campbell replied, “Not that I know of at this time.”. Ms. Campbell stated the directional signs requested last year will be used again this year. She is requesting the needed cards and flyers and magazine advertising now to initiate interest and reservations.

Rep Johnson made the motion to approve the Grant Request for $2724 for advertising for Outlaw 100, 15-17 February 2020, at RCSP: 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.

F Expense for Butterfield Trail Signs.

CH Mooney stated 50 Butterfield Trail Signs have been powder coated by Alford Metal for $1000, a coating that will protect the signs for 10 to 15 years. Rep Shero stated the signs will be up within 10 days with poles donated by Latimer County District #1 and City of Wilburton. He described the method of attaching the signs together.

Ms. Mayes she will share the Butterfield Trail Brochure with visitors and groups traveling to Robbers Cave State Park.

Rep Shero moved to approve payment of $1000 to Alford Metals for powder coating the 50ea Butterfield Trail signs. Rep Thomson 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 Take Action to Approve Going Into Executive Session to Discuss Hiring of Executive Director, Latimer County Tourism

VC White made the motion to go into Executive Session to discuss hiring of the Latimer County Tourism Director. 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 and the Board went into Executive Session at 10:45am.

At 11:10am, the Board returned from Executive Session and resumed the LCTTA Board Meeting.

Rep Shero moved to offer the position of Executive Director of Latimer County Tourism to Mr. Danel Walker effective 1 October 2019, with a 6-month probation. Rep Thomson 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.

CH Mooney cautioned the Board Members, the current Executive Director and the Clerk that this information is confidential until Mr. Walker accepts the position as well as the other two Boards determine their choice for the respective positions (Main Street Program Director and Chamber of Commerce President), offer the positions and Mr. Walker accepts.

**10. Old Business:**

A. Promotional Items: VC White and Dir Bell stated there had been no progress.

B. Status of Printing of Butterfield Trail Brochure: CH Mooney stated the brochures have been printed and are being distributed.

C. Status of Metal Butterfield Trail Sign Installation. CH Mooney stated the installation was discussed at Agenda item 9.E.

**MEMBERS COMMENT:**

A VC White stated she will contact Mr. Holcomb to suggest he use the Kiamichi Votech at Talihina to produce a professional looking brochure for the Crash Memorial week.

B Rep Shero stated he commends the Committee who conducted the hiring process: Ms. Maryellen Mooney, Ms. Jodie White, and Ms. Lindsey Ward. He stated the task was made more difficult with the need to find one person with qualifications to do 3 separate jobs.

**11. Adjourn:**

Ch Mooney adjourned the meeting at 11:15am.

Next meeting is October 11, 2019, 9:30am, at Chamber of Commerce.

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**Maryellen Mooney, Chairwoman Jodie White, Vice Chairwoman**

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**Earl Shero, District 1 Wade Thomson, District 2**

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**Nathan Johnson, District 3 Loran Mayes, Robbers Cave State Park**