

Latimer County Tourism Trust Authority (LCTTA) Board Meeting Minutes of June 14, 2019

The LCTTA Board met June 14, 2019 at the Chamber of Commerce Meeting Room. The meeting was called to order at 9:33am by Chairwoman (CH) Maryellen Mooney. Roll Call confirmed all Board Members were present except for Rep Wade Thomson whose attending Proxy was Ms. Carolyn Pugh. Others attending were Executive Director (Dir) Tamra Bell and Clerk Lori Chrestman and guests Ruth Brelsford, Latimer County Arts Council, and Jennie Skimbo, TSET.

3. Adoption of Agenda:

1. Correct 8B. Lori Long's Organization is Jeep Invasion.
2. Under "New Business", add
 - B. "Let's Bag It" (CH Mooney)
 - C. Quote for Logo Stickers (VC White)

3. Under "Old Business", add A. Promotional Items (Tabled 9 May 2019)

CH Mooney stated VC White had appointment whose timing required her to leave early.

CH Mooney made a motion to move VC White's presentation out of sequence to first action item on Agenda to accommodate her early departure; Rep Johnson seconded motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Ms. Pugh Yes Mr. Shero Yes

The motion passed.

4 Approval of May 10, 2019 Regular LCTTA Board Meeting Minutes:

CH Mooney stated her appreciation for the notes taken in the Clerk's absence at May meeting. VC White made a motion to approve the May 10, 2019 Minutes; Rep Shero seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Ms. Pugh Yes Mr. Shero Yes

The motion passed.

5 Financial Report:

CH Mooney stated she and Dir Bell needed to have a conversation with County Clerk Adams; there is not a need for Ms. Adams to address the Board. The issue is the amount reflected in the Salary account. The desire is to reflect a monthly salary paid to Ms. Bell.

The Board discussed issues of the system used and need for budget to determine available amount for grants and expenditures.

VC White moved to request County Clerk Adams attend the July 12 meeting and present a report of the monthly printout for past 10 years of income; Rep Johnson seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Ms. Pugh Yes Mr. Shero Yes

The motion passed.

CH Mooney stated the Financial Report was accepted as presented.

6. Public Comment: Note: Public Comment moved to be addressed after Agenda Item #8.

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

A. Ruth Brelsford, Latimer County Arts Council, “The Music Man” play, 19-21 July, at EOSC theater, \$500 for Advertising. The LC Arts Council is the umbrella for the community theater. Ms. Brelsford stated this production is the “first community-wide summer musical in decades, perhaps ever, in Wilburton”. EOSC is providing the facility and is partnering to produce the music. Auditions drew actors and crew from three counties which includes 38 personnel from ages 5 to 80. In early July, the cast will also perform songs at local Senior Citizen Centers and area nursing homes to include Veteran’s Hospital and also the Veteran’s Colony. Anticipate cast and some attending visitors will remain overnight for performances.

Theater seats 450 and anticipate 200 per showing with the cost of \$5 per person, so box office receipts could be \$3750. Requesting \$500 for radio and print ads.

Ms. Brelsford showed the logo for the program which was designed by EOSC staffer Danel Walker, The cast will take posters to their local city for advertising for friends and family information.

CH Mooney asked which radio stations were being used to which Ms. Brelsford stated she had not yet addressed that issue. CH Mooney recommended stations in Ft Smith & Tulsa.

VC White asked if \$500 is large enough amount to which Ms. Brelsford replied that the Arts Council will match the approved advertising amount and additionally, Social Media will be heavily used to promote the play.

Rep Shero moved to fund the Latimer County Arts Council \$1,000 for “The Music Man” play advertising. Rep Johnson seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Ms. Pugh Yes Mr. Shero Yes

The motion passed.

Ms. Brelsford thanked the LCTTA Board for their generosity.

B. Lori Long, Jeep Invasion, 3-5 April, 2020, \$316 (2500 post cards - \$199; Flyers- \$70; 1000 Business Cards- \$47).

NOTES:

1. Event is fundraiser for local Law Enforcement and Firefighters.
2. Ms. Long is absent due to birth of grandchild; Dir Bell presented the Application. The Grant Request is being submitted very early so the organization can start advertising early at other Jeep Invasion throughout the country. A discussion was held concerning success of last Jeep Invasion; continuing interest and support; and expansion of trails at Robbers Cave State Park to support future events.

VC White moved to approve \$316 Grant Request from Jeep Invasion for 2-5 April 2020 event. Rep Shero seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Ms. Pugh Yes Mr. Shero Yes

The motion passed.

6. Public Comment:

A. Rep Johnson discussed the need to develop a drive for tourism. He displayed a picture of what could be done. His vision is a drive through Latimer County mapped (Loosely) in a figure 8 shape to include all the vistas and sights.

B. CH Mooney discussed the recent additions of the RCSP Manager and a Choctaw Nation representative as LCTTA Board Members. Choctaw Tribal Councilor Jennifer Woods requested a meeting to discuss the added positions. The RCSP Manager's position has recently been posted as a job opening. It was determined the requested meeting will be delayed until a Manager has been selected and is in residence as RCSP.

C. VC White discussed the Red Oak events for 3 and 4 July which includes a parade, and fireworks night of 3 July. Posters have been displayed and vendors are arranged.

D. Rep Shero discussed the OK Free Wheelers event at which he gave a presentation on the Butterfield Trail and local history.

E. Dir Bell discussed the rodeo which is this weekend, as well as the car show and fireworks show 29 June.

F. Rep Johnson asked why the Latimer County commercial has not be completed and aired. CH Mooney stated that is still in progress for production.

7. Discuss with Possible Action Issues Concerning Web Advertising:

CH Mooney discussed completing the link on website to identify vacant buildings. Dir Bell stated the Tourism Website is in good shape.

8. New Business:

A. CH Mooney stated the Butterfield Trail brochure is finished, edited and ready to go. It is 3 feet long; therefore, Stigler Printing and EOSC do not have equipment to print and fold. Rep Johnson suggested looking online for a printing company; Rep Shero stated the printing needs to be accomplished soon. CH Mooney stated there is no need to wait until the next Board Meeting to approve funds for printing.

Rep Shero moved to approve Dir Bell and one other to look online and to use their best judgement on prices available to get printed. Rep Johnson seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Ms. Pugh Yes Mr. Shero Yes

The motion passed.

B. CH Mooney discussed receiving an email from Travel OK.com which gave information on gathering a logo for 2020. LCTTA would pay \$525, print 20,000 which would be distributed in the Travel Conferences and shows throughout Oklahoma. Rep Shero

asked if Travel OK is nonprofit. CH Mooney stated that it is nonprofit as it is part of the OK Tourism Department.

Rep Shero moved to approve spending \$525 to support the project: Rep Johnson seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Ms. Pugh Yes Mr. Shero Yes

The motion passed.

C. VC White discussed the possible sources for printing of stickers for signs. A discussion followed as to sizes and quantity needed: it was decided to purchase 50 each color, 3"x5" stickers.

Rep Shero moved to approve up to \$75 for 50 stickers that are 3"x5". Rep Johnson seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Ms. Pugh Yes Mr. Shero Yes

The motion passed.

10. Old Business:

A. Promotional Items. There is no new information available.

VC White moved to Table the discussion on Promotional Items; Rep Shero seconded the motion.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Ms. Pugh Yes Mr. Shero Yes

The motion passed.

Rep Johnson stated his group is going to Nashville and to New Mexico in July and to Georgia in October. "We could use promotional items, if available."

B. Rep Shero discussed the Butterfield Trail marker. He displayed the metal casted sign which is shaped like a coach. A discussion followed as to best color: black or white? VC White asked who will monitor condition of sign and repaint when needed. Rep Shero stated he did not have that answer. Signs are \$10 each for red & white signs and are produced by Circle 7 Signs. Rep Shero stated he anticipated getting the signs mounted within the next 30 days with the help of the committee.

C. Rep Johnson asked the status of the forestry land for the Butterfield tourist building and coach. Rep Shero stated tentatively EOSC has agreed to lease 9 acres for the Butterfield stage office. LCTTA will enter into a contract for the office to house sales of memorabilia with capability of showing a historical film to 15 to 20 visitors. If funding can be found to purchase a stagecoach, will also have rides available. Must put the building in the lease. Currently have the EOSC attorney looking at a lease for 99 years.

11. Adjourn:

Rep Shero moved to adjourn the meeting at 11:09am; Rep Johnson seconded it.

The vote taken:

CH Mooney Yes VC White Yes Mr. Johnson Yes Ms. Pugh Yes Mr. Shero Yes

The motion passed.

Next meeting is July 12, 2019, 9:30am at Chamber of Commerce.

//ORIGINAL SIGNED//

Maryellen Mooney, Chairwoman

// ORIGINAL SIGNED//

Jodie White, Vice Chairwoman

//ORIGINAL SIGNED//

Earl Shero, District 1

//ORIGINAL SIGNED//

**Carolyn Pugh, Proxy
Wade Thomson, District 2**

//ORIGINAL SIGNED//

Nathan Johnson, District 3