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

**Minutes of November 8, 2019**

The LCTTA Board met November 8, 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 except for Rep Earl Shero and RCSP Manager Loran Mayes. Others attending were guests Lori Long, Jeep Invasion; Jenny Skimbo, KI BOIS/TSET Healthy Living Pgm; Callie Hagleberger,“The Shingle” and Clerk Lori Chrestman.

**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 *Absent*

Ms. Mayes  *Absent*

The motion passed.

**4 Approval of October 11, 2019 Regular LCTTA Board Meeting Minutes:**

VC White made the motion to approve the October 11, 2019 Minutes: Rep Thomson seconded the motion.

The vote taken:

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

Ms. Mayes *Absent*

The motion passed.

**5 Financial Report:**

CH Mooney discussed the method of the Latimer County Clerk to encumber the salary of the Executive Director more than 1 month at a time.

CH Mooney stated the Financial Report was accepted as presented.

**6. Public Comment:**

A. VC White presented the following:

(1) Red Oak has a Santa Shoppe 7 Dec. All of the available vendor spaces are filled. Flyers being distributed all over.

(2) There is a new Air B&B recently opened. She will introduce the owner to the Kiamichi Technology Center - Talihina to make flyers and other advertising items. Will encourage owner to do an information presentation to LCTTA Board.

B. Rep Johnson stated 12-year old daughter Ava Johnson won the Native American award out of 151 contestants. She represented the Osage & Cherokee Nations at the awards ceremony in New York State.

C. CH Mooney stated Santa will be available for pictures 6 & 7 December at Talbots.

D. Clerk Chrestman stated the City has a Community Christmas Tree Lighting scheduled for 22 November. Organizations, the schools, & businesses are invited to provide ornaments for the tree which will be on the City Hall lawn. A program is being arranged with local performers and Scout Troops.

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

A. Dir Walker stated he regularly sends information to Mr. Sockey to post on the web.

B. Rep Johnson discussed a grant Lori Long had obtained for an application to blast/cover 50,000 people with latest events and the positive effects for the LCTTA events..

**8. Discuss with Possible Action Issues Concerning Grant Applications:**

A. Dir Walker, Relics & Rods, 27 June 2020, $4,400 (Trophies - $2,000; KTCS - $1,200; Dash Plaques - $600; Door Hangers - $500): He stated it brings in “Heads to the Beds”; last year there were many attendees. They have just initiated the planning committee meetings.

Rep Johnson asked how this compared to last year’s request, to which CH Mooney stated last year they requested $2,000 and then returned with a request for $1,000 more. A discussion followed concerning the production of the trophies and the desire to retain that production locally. Ch Mooney stated that Alford Metals outsources the finishing on the trophy. “The Shingle” rep asked for an opportunity to bid on the trophy production, “So far, there is nothing we can’t do.”

VC White stated she applauds Dir Walker for submitting the Grant Request so soon. CH Mooney stated the door hangers are needed now for distribution when they go to car shows. She stated she had informed the committee the probably will not get approval for the total request as the LCTTA Board is cutting back support on all older events in keeping with the Board’s Policy to support new and growing events.

The dash plaques have both the LCTTA and Main Street Logos and given out when requested as a participation plaque.

Rep Johnson stated if the Main Street logo is attached, that organization should pay for part or half of that item.

CH Mooney asked that the “The Shingle” rep do a presentation to the R&R committee meeting scheduled for 20 November, 6pm.

Rep Thomson moved to approve $500 for the Door Hangers and $1,300 for KTCS for radio advertising. VC White seconded the motion.

The vote taken:

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

Ms. Mayes  *Absent*

The motion passed.

The other two items (trophies & dash plaques) will be requested at a later meeting.

.**9. New Business:**

A . Promotional Products Presentation.

“The Shingle” Rep, Ms. Callie Hagleberger, discussed the business and the broad range of items offered as well as personalization techniques available, displaying several samples. Have interest in local community as several employees raised in Latimer County. The business works with vinyl, sand blasting, powder coating and recently acquired a laser engraving machine. She stated, “We love to take on new challenges.”

Rep Thomson asked if their road signs were compliant with Latimer County & state regulations. Ms. Hagleberger stated they ensure compliance. VC White stated her family’s experience with this company has been they “make it right” to the satisfaction of customer.

A discussion followed reference tee shirt production: methods, materials used, number of colors, and costs.

CH Mooney thanked Ms. Hagleberger for coming and for the excellent presentation.

No Action Necessary.

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B. Discuss and Take Action to Approve LCTTA Financial Plan.

CH Mooney distributed copies of her research documentation, stating the following:

--Largest number of grants are submitted early in the year.

--Generated Income is between $3,500 and $4,000 each month (average is $3800).

\ CH Mooney discussed recurring expenses, reviewing documentation available.

Rep Johnson discussed an information/tourism exchange with Angel Fire, NM rep to learn methods that made them successful.

VC White discussed the importance of the *OK Today* print advertising. This led to a discussion about the placement and purpose of ads and number of times to place the ad.

CH Mooney closed the discussion stating, “We have reviewed expense and are now more aware of expenditures.”

**10. Old Business:**

A. Promotional Items:

CH Mooney initiated a discussion as to the desired promotional items to be purchased as “give aways”. She stated decals are now very popular due to their wide range of applications; can be placed on cups, notebooks, etc.

Ms. Hagleberger stated she would bring examples to the 20 November Board meeting as she did not have her “bulk price list” available.

B. Danel Walker discussed the contract between the LCTTA Board and him for social media production and asked how often payment would be made.

VC White stated he should open a PO for Social Media for monthly payment.

VC White moved to pay Danel Walker for Social Media duties approved at 13 September Board Meeting NTE $210 a month.: Rep Thomson seconded the motion.

The vote taken:

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

Ms. Mayes *Absent*

The motion passed.

**11. Adjourn:**

Rep Thomson moved to adjourn; Rep Johnson seconded the motion. Ch Mooney adjourned the meeting at 11:23am.

Next meeting is December 13, 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**