

## **Latimer County Tourism Trust Authority (LCTTA) Board Meeting Minutes of August 9, 2019**

The LCTTA Board met August 9, 2019 at the Chamber of Commerce Meeting Room. The meeting was called to order at 9:38am by Chairwoman (CH) Maryellen Mooney. Roll Call confirmed all Board Members were present except for Representative Earl Shero, who was detained at work and Rep Wade Thomson, out of town. CH Mooney introduced new member Loran Mayes, recently assigned Manager of the Robbers Cave State Park. Others attending were Executive Director (Dir) Tamra Bell, Clerk Lori Chrestman and guests Lori Long, Robbers Cave Jeep Invasion; Alicia Campbell, Outlaw 100 Race; and Lindsay Ward, What About Bob Chuck Wagon Races.

### **3. Adoption of Agenda:**

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

The vote taken:

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

The motion passed.

### **4 Approval of July 12, 2019 Regular LCTTA Board Meeting Minutes:**

Rep Johnson made the motion to approve the July 12, 2019 Minutes: CH Mooney seconded the motion.

The vote taken:

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

The motion passed.

### **5 Financial Report:**

After a review of the new assigned terms for each of four categories, CH Mooney stated the Financial Report was accepted as presented.

### **6. Public Comment:**

A. Rep Johnson stated:

(1) He is stepping away from the American Kids organization after speaking with an attorney: there are 25 directors stepping down. He may or may not start a new local Oklahoma Kids chapter/organization. The issues are in the national chapter, a lack of standards; care for and of the kids; and money indiscretions.

(2) Reference the performance in Nashville – met several celebrities, one of whom wore a Wilburton Cruise Night tee shirt. He is hoping to return to Nashville to initiate an Oklahoma event.

B. VC White stated Billy Dawson has completed a book and will soon conduct a book Signing locally. This should bring a new group of people to Latimer County.

C. Dir Bell stated:

- (1) The Golf Tournament is 24 August and they are busy organizing. There is room to sign up a few more teams if anyone has an interest.
- (2) A BINGO fund raiser is scheduled tonight for the softball teams.
- (3) 35,287 bundled pencils have been donated to the Wilburton schools.
- (4) On 13 August(?), the Ministerial Alliance is sponsoring a Prayer Walk for Schools with the walk being from the Elementary to the High School.

D. VC White stated there is a new shop in Talihina: The Shingle, opened by Callie Hagelburger. Ms. Hagelburger would be pleased to do a presentation to the Board.

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

Dir Bell stated Mr. Sockey has been paid and everyone should continue to give him all information on upcoming events as well as pictures from current or past events.

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

A. Lindsay Ward, What About Bob Chuck Wagon Races After Action Report (AAR) for event 6-9 June. Ms. Ward stated this was the 10<sup>th</sup> Anniversary Race. 34 Teams did not show up due to weather/flooding issues. The Barrel Race was cancelled. However, the Travelers Inn sold out; Ma & Pa's Restaurant had normal traffic while El Jimador was swamped. The 3 Sisters were swamped, running out of gas for generators. Her summary was it was a good turnout but not as much as expected which was due strictly to weather; some could not get out of their area to travel here; some assumed the flooding in Tulsa affected Wilburton.

Rep Johnson stated an English filmmaker saw the race information and expressed interest in attending next year.

Ms. Ward stated they own 2 full-blooded, award winning mules who brought publicity and interest of the race. She also discussed some additions and changes they are working on.

CH Mooney thanked her for the AAR.

B. Alicia Campbell, Outlaw 100 Race, AAR for "Dark & Dirty 50 K race, 13-14 July. Ms. Campbell stated, "We are very happy with the event." Had a good attendance with participants from far away as Hawaii. Had 9,482 Latimer County hit that shared. Had 87 runners sign up from Sports & Fitness ad. Had lots of new runners; kids ran free.

She displayed the medal: "amazing medal!"; "great design" were comments made.

Some runners have already registered for next year's run.

Had BBQ vendor for attendees which was popular.; 10% profit returned to RCSP.

Only major hiccup was RCSP did not know of race to inform visitors who inquired about it. Small issue was had trouble with sticker (bad adhesive; kept falling off).

Ms. Mayes, new Manager for RCSP, commented: "We are working on improvements; specifically a schedule with all events available for employees.

Ms. Long stated she is working with OK Tourism to get events exposure for other parks. They have a website with 6 states participating.

Ms. Bell stated, "Event atmosphere was really great; got a lot of marketing done!"

Ms. Mayes discussed with Ms. Long & Ms. Campbell upcoming 2 events and ways to improve.

VC White stated there is local training for employees who interact with public: PRIDE Program has great training for customer service. She highly recommended it.

VC White commented on Ms. Longs AAR format: "GREAT. Has all info!"

C. Dir Bell, Relics & Rods AAR, 29 June. Dir Bell stated had 120 cars with participants from KS, AR, TX & MS. Both the Travelers Inn and Hiway Inn Express were sold out. El Jimador was sold out and other restaurants stated they were very busy. Choctaw Plaza stated they made \$10,000 over normal sales.

All events went well: "Fireworks were Amazing, Burn Out was very successful."

Ms. Mayes discussed a former event for kids using Match Box and Hot Wheel cars which was great fun that might work well in Latimer County.

Ms. Bell thanked the Board for the funding, stating they loved the trophies!

D. Lori Long, Butterfield Biker's Bash, 21 Sep 19, \$1,716 (\$1300-KTCS; \$250-Rack Cards; \$126- 2ea 3'x4' Banners; \$90-5ea 18"x24" Yard Signs). Includes Bike Ride, Bike Show & Cruise Night. After Cruise, move to rodeo grounds for dance with live band. 3-Hr Run begins at 8 with route to Clayton then Poteau and back to Wilburton.

Ms. Long displayed the logo which includes a stage coach; anticipate 1700 people. This is first event; hoping to make it an annual event.

Ms. Long displayed the flyer. A discussion followed with suggested input (logo, no specific date, etc).

VC White suggested should be named Latimer County (not Wilburton).

Rep Johnson stated the cost being less than \$2000 is a good investment for LCTTA.

Rep Johnson suggested using directional yard signs used for OK Bicycle Tour to augment those specifically printed for this event.

Rep Johnson made the motion to approve the Grant for \$1716 (\$1300-KTCS; \$250-Rack Cards; \$126- 2ea 3'x4' Banners; \$90-5ea 18"x24" Yard Signs) with LCTTA logo. VC White seconded the motion.

The vote taken:

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

The motion passed.

## **9. New Business:**

A. Ms. Ward. In Kind Request for Pumpkin Patch Entertainment: Sep thru Oct 2019

Ms. Ward stated they are initiating a new Pumpkin Patch business on Highbridge Road from 21 Sep to 2 Nov 19, open Friday thru Sunday to the public and Monday thru Thursday for group/school field trips. Is registered on National Pumpkin Patch Registry.

Other available attractions are an adult See Saw & Merry Go Round; Hayfield Maze; bikes to use on trails (for families); Rock Painting; and the original swing set from burned (Degnan?) school.

The LCTTA Board would like to do an event to include a band. Note: Discussed music license covered if event is sponsored. CH Mooney stated the license covers entire Latimer County (LC). Rep Johnson suggested inviting LC Choctaw Princess opening day. Ms. Ward stated one idea is offering to high school and EOSC as a fund raiser. Ms. Ward stated goal is for 2020 expand to include a Christmas Tree Farm.

**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: The brochures have been printed and are awaiting pick up. Dir Bell volunteered to pick up the brochures.

C. Status of Metal Butterfield Trail Sign Installation. The Board brought new member Ms. Mayes current on subject, showing the sample sign and discussing mounting methods. As Rep Shero was not available. Rep Johnson moved to table the issue until the next meeting, Rep Thomson seconded the motion.

The vote taken:

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

The motion passed

**11. Adjourn:**

Rep Johson moved to adjourn the meeting at 11:15am; Ch Mooney seconded it.

The vote taken:

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

The motion passed.

Next meeting is September 13, 2019, 9:30am at Chamber of Commerce.

//ORIGINAL SIGNED//  
Maryellen Mooney, Chairwoman

//ORIGINAL SIGNED//  
Jodie White, Vice Chairwoman

//ABSENT//  
Earl Shero, District 1

//ABSENT//  
Wade Thomson, District 2

//ORIGINAL SIGNED//  
Nathan Johnson, District 3

//ORIGINAL SIGNED//  
Loran Mayes, Robbers Cave State Park