

Latimer County Tourism Trust Authority (LCTTA) Board Meeting Minutes of September 11, 2020

The LCTTA Board met September 11, 2020 in the Chamber of Commerce Meeting Room. The meeting was called to order at 9:41 a.m. by Chairwoman (CH) Maryellen Mooney. Roll Call confirmed all Board Members present with exceptions of Rep Nathan Johnston and Rep Earl Shero. Also attending: Tourism Director (Dir) Danel Walker; Malissa Evans, RCSP Asst Manager Austin Weeks, and Clerk Lori Chrestman.

Robbers Cave State Park (RCSP) Manager Loren Mayes introduced Austin Weeks, the first person in the new position of Assistant Manager. He comes from Indianola.

CH Mooney welcomed him to the meeting and to the community.

3. Adoption of Agenda:

Rep Thomson made the motion to adopt the Agenda. Vice Chair (VC) White seconded the motion.

The vote taken:

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

The motion passed.

4 Approval of August 14, 2020 Regular LCTTA Board Meeting Minutes:

Rep Thomson made the motion to approve the August 14, 2020 Minutes: VC White seconded the motion. CH Mooney asked for discussion. There being none, she called for a vote.

The vote taken:

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

The motion passed.

5 Financial Report:

A. VC White asked of the adjustment on PO 157 is a credit to which Dir Walker stated that it was a credit to Stigler Printing.

B. VC White asked the amount received for income for July. CH Mooney state \$10,000 was received for July; however, August income would not be available for another week.

CH Mooney stated the Financial Report was accepted as presented.

6. Public Comment:

A. Dir Walker discussed the Auto Show, 10 October, organized by Carl Dean Woolridge, who is inviting everyone to bring their cars, have a Cook Out, and hang out at his ranch, followed by the Cruise Night in Wilburton. There will be no competition, just fun.

B. "Parking At The Patch" is 17 October at the Ward Pumpkin Patch and will include vendors. There is no competition, just an opportunity to see neat autos while visiting the Pumpkin Patch with your family.

C. VC White discussed the Butterfield Trail Bikers Bash, September 19. Red Oak will have free water and a potty stop set up at the Library.

D. VC White discussed the County-Wide Poker Run, 9 & 10 October, which is starting from Red Oak. Dir Walker stated the route for Day 2 is still being finalized, but will be available after the Committee Meeting scheduled for September 17, 5:30pm.

VC White stated Red Oak has scheduled the City-Wide Yard Sale for October 10 as well. This is the first time the Yard Sale is scheduled for the fall; normally is held in spring.

E. VC White stated the Red Oak Halloween includes a Kids-Only Parade, free hot dogs, the First Baptist Trunk or Treat; free candy distributed from the bank, and free books from the Library, a repeat event. The City is encouraging citizens to not go house to house Trick or Treating.

Rep Ramirez stated the Choctaw Community is offering a Drive-thru Trick or Treat for bags of candy at the Choctaw Center in Wilburton.

The City of Wilburton will make a decision on Halloween activities at the City Council Meeting of October 8th after reviewing the COVID 19 current report for that week.

7. Discuss with Possible Action Issues Concerning Web Advertising:

Dir Walker stated there is nothing new to report.

8. Discuss with Possible Action Issues Concerning Grant Applications:

A. Dir Walker, Butterfield Bikers Bash, Re-Appropriation of Approved Grant Funds: . Dir Walker stated it was determined it would be more beneficial for the 19 September event to not be advertised on the radio, but rather advertise through Facebook ads, as the Relics and Rods event was advertised. This is due to the ability to pin point the market which will cost less and yet be more effective. CH Mooney stated the idea was first discussed with her and she gave permission, but with the knowledge the Board was to make the final decision. Rep Ramirez asked if that decision could be made for every event. CH Mooney stated the Board can encourage each organization consider it because it is more effective and is less expensive. Rep Mayes stated she would recommend both methods be used for events, stating that in the current pandemic, “stay-cations” have been the reason for the higher number of local guests and local travelers. The travelers have stated traveling means extending exposure; therefore, across the board, tourism is seeing more local travelers exploring local stops.

VC White stated our By-Laws prevent us from changing attitude or policy to consider advertising locally.

Rep Ramirez stated this being our first Butterfield Trail Bikers event, we are not sure what to expect. We have been advertising where ever we have been traveling, distributing the cards to bikers or bike shops. The event also includes a Children’s Bicycle Parade; a bouncy house at Central and Main St; vendors, a breakfast at the VFW 6 to 8am, with the Ride starting at 9am; and 50 tee shirts ordered for sale, with option of ordering more.

VC White made the motion to give authority to CH Mooney and Dir Walker for leeway for making social media advertising decisions for the already scheduled events. Rep Mayes seconded the motion.

The vote taken:

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

The motion passed.

9. New Business:

A. Dir Walker stated a representative from “*Southern Travel and Life Style*” magazine had contacted him and discussed an option in the next digital issue which is featuring Oklahoma, for an ad at a special price of a 1/3 page for \$1100. He stated that currently the only printed advertisement LCTTA Board pays for is in the “*OK Today*” magazine. A discussion followed in which it was determined that maybe next year the Board would consider the digital magazine ad, but not this year.

10. Old Business:

A. Mr. Shero: Tourism Committee Action Plan/Grant

VC White stated Rep Shero came on 14 August and got T-Posts and then worked with the County Office to put up the signs. A discussion followed on the poor state of the gravel road some of the signs are on, so poor that some motorcycles overheated on the trail trying to follow to signs, specifically leading to the Edwards Store. VC White stated the Edward Store area has not been maintained, has grown up with weeds, etc., and is not ready to receive visitors or riders. Rep Ramirez stated they are putting up safety signs along the trail for the bikers to watch their speed, etc.

11. Adjourn:

Motion by Rep Thomson to adjourn. Second was made by Rep Ramirez.

CH Mooney adjourned the meeting at 10:35 am.

Next meeting is October 9, 2020, 9:30 am, at Chamber of Commerce.

//ORIGINAL SIGNED//
Maryellen Mooney, Chairwoman

Jodie White, Vice Chairwoman

/ABSENT//
Earl Shero, Secretary/Treasurer

//ORIGINAL SIGNED//
Wade Thomson, District 2

/ABSENT//
Nathan Johnson, District 3

Loran Mayes, Robbers Cave State Park

//ORIGINAL SIGNED//
Terri Ramirez, Choctaw Nations