

Latimer County Tourism Trust Authority (LCTTA) Board Meeting Minutes of `November 13, 2020

The LCTTA Board met November 13, 2020 in the Chamber of Commerce Meeting Room. The meeting was called to order at 9:35 a.m. by Chairwoman (CH) Maryellen Mooney. Roll Call confirmed all Board Members present with exception of Rep Loran Mayes. Also attending were guest Johnathon Wynn, Executive Dir (Dir) Danel Walker, and Clerk Lori Chrestman.

CH Mooney stated a quorum was present and called the meeting to order.

3. Adoption of Agenda:

CH Mooney stated Lori Long had contacted her to say she was not able to attend today's meeting; therefore, Agenda Item #8B should be removed for the November Board Meeting. Rep Thomson made the motion to adopt the Agenda with one change: remove Agenda Item 8B. Rep Johnson seconded the motion.

The vote taken:

CH Mooney Yes Rep Johnson Yes Rep Thomson Yes Rep Shero Yes
Rep Mayes Absent Rep Ramirez Yes

The motion passed.

4 Approval of October 9, 2020 Regular LCTTA Board Meeting Minutes:

Rep Johnson stated the motion made for 8C. Grant for the Franks Frosty Ball Run was for \$1250, not \$850 as stated in the minutes.

Rep Shero made the motion to approve the October 9, 2020 Minutes with the change to 8C: Rep Johnson seconded the motion. CH Mooney asked for discussion. There being none, she called for a vote.

The vote taken:

CH Mooney Yes Rep Johnson Yes Rep Thomson Yes Rep Shero Yes
Rep Mayes Absent Rep Ramirez Yes

The motion passed.

5 Financial Report:

Dir Walker stated PO 1036 for *OK Today* is a larger amount because this is actually 2 payments together.

CH Mooney discussed the 4 US Cellular charges which includes charges for the phone which was returned. When discussed with US Cellular, the representative stated there is nothing in the file to indicate the phone was ever returned. The rep who received the phone has moved and did not leave any notes indicating it was received. Dir Walker stated he will take the bill to US Cellular and discuss to determine how best to resolve.

CH Mooney stated the OTC Lodging Tax Report differences in amount recorded at the OTC website and amount actually received by LCTTA is due to the 5% credited to Latimer County. According to County Clerk Erin Adams, the 5% is taken out before she receives it.

CH Mooney stated the Financial Report was accepted as presented.

6. Public Comment:

A. Rep Johnson stated he has purchased a home in Eufaula and his daughter has started attending high school there. He still has his Red Oak home.

B. Mr. Cecil Holcomb, Talihina, has announced he is initiating an Economic Development Board organization for development of tourism in southeast Oklahoma and is looking for members from LeFlore, Pushmataha, Pittsburg and Latimer Counties. He has scheduled a meeting for 6:00pm, 17 November, in Wilburton.

C. Rep Johnson discussed an opportunity with Tulsa's Channel 6 Reporter Tess Maune. He has developed a friendship with Ms. Maune and her husband which has included several visits to our area. The Maunes love this area and she has mentioned her desire to do a story on this area which, "will be great for us." She has a weekly program, "This is Outdoor Oklahoma", on Channel 6 which is a continuous story that follows her outdoor activities.

7. Discuss with Possible Action Issues Concerning Web Advertising:

Dir Walker stated he has started working on the Visitor's Guide for 2021.

8. Discuss with Possible Action Issues Concerning Grant Applications:

A. John Ford, Assistant Chief, WPD, After Action Report (AAR) for Back the Blue Bull Bash, 12 September 2020. Asst CH Ford distributed his AAR to the Board Members and gave the following report.

- In addition to the LCTTA logo being on all the banners, the announcer often announced, "This Back The Blue Bull Bash is sponsored by LCTTA."
- Attendance has grown from 300 at the first BTBB to over 600 this year.
- This year's stock included 2 bulls used at the PBR which was exciting for competitors.
- Gross total was \$22,900. "A whole lot more than last year."
- Profits used strictly for WPD, specifically for purchase of canine & canine training; radios for the patrol units; and equipment for the patrolmen.
- If a grant can be found to change the direction of the chute gates to PBR requirements, the event can become a 2-day PBR sanctioned event bringing in many more visitors.
- Before next year's event, will work with Rodeo Club to spruce up rodeo grounds, possible use as summer hire program for high school ages.

C. Jonathon Wynn, \$3,015 (\$1060 for Poinsettias; \$200 for Banners; \$250 for Light Plant; \$650 for Tee Shirts; \$150 for Facebook ad; \$350 for Port-a-Potties; \$125 for Stickers for Poinsettias; and \$200 for local Santa); SE Plant Company Poinsettia Festival, 11-12 December 2020. Mr. Wynn stated this event is planned in conjunction with the City Christmas Parade on 12 December and will include vendors, food trucks, live music and the sale of Poinsettias. The purchased stickers are for the Poinsettias to have the LCTTA logo. He is working with the local businesses to remain open later and also to initiate a coupon partnership. Ms. Long has reached out to her Jeep Invasions organization and has reservations for over 100 Jeeps. Have shipment arranged for 650 Red Poinsettias to sell and

can order more, if necessary. Have a light show planned for the nursery area. Are ensuring COVID 19 safeguards are in place.

CH Mooney stated our By-Laws prohibit our sponsoring sales for profit, so cannot approve the purchase of the Poinsettias or the Stickers, but we can sponsor the 20 to 30 Poinsettias with Stickers used for the Raffle. We can also approve the Banners and the Facebook Ad. It may be possible to find a local Santa who will donate his time.

Mr. Wynn stated they will pre-order Tee Shirts to use as “give-aways”. CH Mooney stated LCTTA can sponsor “give away” tee shirts.

Rep Shero made the motion to approve the Grant for \$1,830 (\$200 for Poinsettias; \$200 for 2 Banners; \$250 for Light Plant; \$325 for Tee Shirts; \$150 for Facebook Ads; \$380 for Port-A-Potties; \$125 for Stickers, and \$200 for Santa). Rep Thomson seconded it.

The vote taken:

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

The motion passed.

C. Rep Shero led a discussion on the need of focusing on new event starts ups and cutting back on the funding for those annual events such as the Back The Blue Bull Bash who are beginning to show a profit and are becoming an established event. That is our mission.

9. New Business:

A. Replacement of Red Oak Representative

CH Mooney stated Randy and Dru Kauk are interested in the open positions: one to represent Red Oak and one to represent District #3. Both are in quarantine so are unable to attend today. Will put on December Agenda for action.

10. Old Business:

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

CH Mooney stated she has obtained the lease with EOSC, signed by Dr. Wansick; however, she must take the lease back to have it attested. Rep Shero stated the lease (after being attested) must be filed at the Court House to complete the legal process. As soon as the process has been completed and we have it to refer to, we will apply for a grant for funds to pay EOSC for the land.

11. Adjourn:

Motion by Rep Shero to adjourn. Second was made by Rep Thomson. CH Mooney adjourned the meeting.

Next meeting is December 11, 2020, 9:30 am, at Chamber of Commerce.

//ORIGINAL SIGNED//

**Maryellen Mooney, Chairwoman
City of Wilburton**

//ORIGINAL SIGNED//

**Terri Ramirez, Vice Chairwoman (President)
Choctaw Nation**

//ORIGINAL SIGNED//

**Earl Shero, Secretary/Treasurer
District 1**

//ORIGINAL SIGNED//

Wade Thomson, District 2

//ORIGINAL SIGNED//

Nathan Johnson, District 3

//ABSENT//

Loran Mayes, Robbers Cave State Park

//Vacant//

City of Red Oak