

## **Latimer County Tourism Trust Authority (LCTTA) Board Meeting Minutes of August 14, 2020**

The LCTTA Board met August 14, 2020 in the Chamber of Commerce Meeting Room. The meeting was called to order at 9:36 a.m. by Chairwoman (CH) Maryellen Mooney. Roll Call confirmed all Board Members present with exception of Rep Loran Mayes. Also attending: Tourism Director (Dir) Danel Walker; Lori Long, Jeep Invasion; and Clerk Lori Chrestman.

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

VC White made the motion to adopt the Agenda with the addition of New Business Agenda Item 9A, Grant Request received this week for the WPD Back the Blue Bull Bash for September 12, 2020. Rep Thomson seconded the motion.

The vote taken:

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

The motion passed.

### **4 Approval of July 10, 2020 Regular LCTTA Board Meeting Minutes:**

VC White made the motion to approve the July 10, 2020 Minutes: Rep Thomson 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 Yes Mr. Thomson Yes Mr. Shero Yes  
Ms. Mayes Absent Rep Ramirez Yes

The motion passed.

### **5 Financial Report:**

A. CH Mooney stated this report is in a new format, the format she requested which is more user friendly, easier to read.

B. CH Mooney discussed sales taxes received for past year, noting the steady increase. She stated the increase for this month was very timely as last month funds had to be moved between accounts to ensure a fund balance was available in all accounts. The amount of received taxes ensure this will not be necessary again.

Part of the increase in taxes is due to the new Dollar General just south of Talihina. It is rumored Talihina is attempting to annex land Dollar General is on to gain the monthly tax revenue. Rep Shero stated one city cannot annex from another so it is not likely to happen.

C. Rep Shero initiated a conversation concerning application for a CARES Act grant for LCTTA. Rep Thomson stated County Clerk (CC) Erin Adams is quite knowledgeable concerning the CARES Act grant, having successfully applied for it for Latimer County. CH Mooney stated Main Street was unsuccessful with their application according to an email she received; however, there may be another window of opportunity. Dir Walker stated he will contact CC Adams for assistance in LCTTA applying for the CARES Act Grant.

CH Mooney stated the Financial Report was accepted as presented.

## **6. Public Comment:**

A. Lori Long, Jeep Invasion, discussed the 22 August event at Robbers Cave State Park (RCSP). She stated that even with no advertising, there are 2500 comments on Facebook, 500 attending plus a waiting list. The plan is to have the 250 jeeps drive, with escort, from RCSP through Wilburton to the eastern side of town, then turn around and return to park for public display. Ms. Long stated the organization chooses an organization to donate proceeds to. Last year was the wrestling club and this year will be the WPD and their Back the Blue Bull Bash.

B. Rep Johnson stated Rep Mayes asked him to report that the new restaurant at RCSP (Swadley's Foggy Bottom Kitchen) is under construction with completion within a couple of months which includes the teardown of the former building. She will send out invitations for a soft opening to all when ready. He commented he had enjoyed the new Swadley's Restaurant at Broken Bow and looked forward to having this good restaurant at RCSP.

C. RCSP has initiated many projects to upgrade facilities to include re-siding the cabins, updating inside of lodge rooms, updating cabin bathrooms, and asphaltting trailways.

## **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, After Action Report (AAR) for Relics & Rods Event, 26-27 June. The event was quite successful: there were more cars attending than last year; no complaints were heard; the food vendors made more profit than expected; the Burn Out at Marks was well received; the fireworks were only 17 minutes instead of the expected 20 minutes due to a technical glitch, but a good display; and, the left-over tee shirts from former years sold out.

B. Dir Walker, Chamber of Commerce County-Wide Poker Run, 9-10 October. Dir Walker stated he is not requesting funds at this time, but may submit a request later if needed. He distributed a map of the routes stating the routes have been worked out each day with the goal of traveling through each community to expose riders with the expectation of a return visit in the future. The first day will begin at 2:00 or 3:00pm and the second day at 8:00 or 9:00am.

CH Mooney discussed the news that the Fall Fest at RCSP has been cancelled for 2020. VC White stated she and June Cecil discussed the possibility of finding another location this year as there is a strong interest in saving it, then return to RCSP next year. Various locations were discussed such as the Rock House which has room for parking (eliminating the need for KATS buses); is a beautiful location; and has the building for administration.

Another suggestion was to use the Choctaw Complex with the event changed to the 39-Tribes Program Rep Johnston has worked on.

The discussion also included offer of the use of the Ward's Pumpkin Patch. There is a large area and social distancing can be effected for all to include the vendors. CH Mooney asked if the location being commercial would be an issue. Another issue is the location of the Car Show Carl Dean sponsors and organizes as a separate event from the Fall Fest.

CH Mooney asked who would organize the event. VC White stated it is her opinion LCTTA would be obvious. CH Mooney stated the Main Street Program is for the Main Street businesses, so not available. VC White ended the discussion with the statement that this is just brainstorming at this point.

B. VC White stated Red Oak is conducting the Fall Yard Sales on October 17<sup>th</sup>. She discussed methods of promoting and advertisement.

## **9. New Business:**

A. Wilburton Police Department (WPD) CH Robert Bias and Asst CH John Ford, \$7,300 (\$500-Banners; \$5,000-Stock Contractor; \$1,300 Advertisement; \$500-Door Prizes), Back the Blue Bull Bash (B4), 12 September.

CH Bias stated last year's event was attended by 400 to see the 60 riders from Texas, New Mexico, Louisiana and Oklahoma. The event also included vendors. WPD is getting a late start due to COVID 19 concerns; however, the June Rodeo was very well attended, so the decision was made to initiate plans for the B4. Anticipated attendance is at least 450 to 500, and have commitments of 70 competitors. Since many rodeos have been cancelled this summer, this event will help competitors compiling points for PBR status.

The stock contractor has responsibility for competitors' prizes. The request for \$500 is for door prizes for the attendees. Last year the grand prize was a package including a grill with several accompanying items such as a canopy and cooler.

Advertisement includes mention in the "Hooks & Horns" Magazine. Radio advertisement is through the Ft. Smith radio station like last year. The McAlester Radio Station has offered to advertise on all 4 stations for no cost.

The requested 3 banners will be one-sided as one-sided banners are better quality. The banners do not have specific dates so can be used repeatedly. WPD is partnering with Jeep Invasion (Lori Long), so banners can be shared.

Rep Johnston asked if the use of social media has been considered as it is very efficient and reaches to a great many people, more than media advertising reaches.

Rep Shero discussed the mission of the LCTTA Board is to assist new events getting started and to help with their support as they grow each year with the hope they become self sufficient. Subsequently, LCTTA moves on to fund newer events. Each event appeals to different visitors with different interests. Goal is to appeal to all interests, all visitors.

Rep Shero moved to approve \$3800 for the B4 (\$2500-Stock Contractor and \$1300-Radio Advertising). Rep Thomson seconded the motion. CH Mooney called for any further discussion. Asst Ch Ford discussed upgrading the rodeo grounds which would increase interest in use for a variety of events. CH Mooney called for the vote.

The vote taken:

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

The motion passed.

**10. Old Business:**

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

Rep Shero stated he was putting up the last few Butterfield Trail signs and discussed locations. The signs will be up by the Jeep Invasion and B4 events.

VC White stated Red Oak has the posts he needs.

CH Mooney stated she will send the Butterfield Trail brochures to the Visitor Centers so tourists will know of the trail with the historical stops and begin to travel here to visit.

CH Mooney discussed the Rock House lease. She will take her copy to the new EOSC Administrative Assistant to Dr. Wansick, Candace Rainy, to give her an idea what document to look for. This should speed along, and finalize, the signing of the lease.

**11. Adjourn:**

Motion by VC White to adjourn. Second was made by Rep Ramirez.

The vote taken:

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

The motion passed.

Ch Mooney adjourned the meeting at 10:50 am.

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

**//ORIGINAL SIGNED//**

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**Maryellen Mooney, Chairwoman**

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**Earl Shero, District 1**

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**Nathan Johnson, District 3**

**//ORIGINAL SIGNED//**

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**Terri Ramirez, Choctaw Nations**

**//ORIGINAL SIGNED//**

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**Jodie White, Vice Chairwoman**

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**Wade Thomson, District 2**

**//ABSENT//**  
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**Loran Mayes, Robbers Cave State Park**