

**Latimer County Tourism Trust Authority (LCTTA) Board Meeting  
Minutes of June 14, 2013**

The LCTTA Board met June 14, 2013 in the Chamber of Commerce Meeting Room. The meeting was called to order at 2:40 pm by Chairman Maryellen Mooney. Roll was called and the following members were present: Jodie White, Vice Chairman (VC) and Mae Mings, Secretary. A quorum was present. Absent were Leland Walker, Dave Shaw and Dana Hugle, Executive Director. Also attending was Lori Chrestman, Clerk. It was noted that Dave Shaw had forwarded an email stating he had taken on a contract for mowing Oklahoma State highway easements which will create a scheduling conflict for the summer months.

**Adoption of Agenda:** A motion to adopt the stated agenda was made by Ms. White and seconded by Ms. Mings. The motion carried.

**Approval of May 10, 2013 Minutes:** Ms. White moved to approve the LCTTA May Minutes as written. Ms. Mings seconded. The minutes were approved.

**Financial Report:** The Financial Report was accepted as presented without comment.

**Public Comment:** No Public Comment was made.

**Discussion and Possible Action Concerning Web Advertising:**

As reported by Chairwoman Mooney for Dana Hugle, the brochure is completed. Ms. Hugle will pick them up from Stigler Printing Company the first of next week and will distribute. She will also take them to the Main Street Conference she is attending June 19-21, 2013.

**Discussion and Possible Action Concerning Grant Applications:**

**A. Dr. Roy Vieux, Chairman of Fall Festival:**

- 1. Submitted a Grant Application with seven items to consider for the October Fall Fest:**

Items 1 through 4 are reprints of past approved requests.

Item 5 is a request for 250 two-sided flyers

Item 6 is a request for Robbers Cave 2014 event promo two-sided card

Item 7 is a request for 6 ea "Restrooms" banners, not event specific.

Chairwoman Mooney asked the members they preferred to look at the application as a whole or at each of the requests separately. VC White made a motion to consider each listed request one at a time; Ms. Mings seconded it. The vote was to approve the motion.

**\$125.00 Reprint 1000 each Fall Foliage Cruise promo cards (2 sided, 3.5”x5.5”)  
The cards are handed out at attended events in 8 states and placed in regional restaurants and lodging.**

Ms Mooney noted this has been a repeated request and asked if it is a monthly reprint. She asked how many shows were scheduled until the Fall Fest. Dr. Vieux stated his original request was for 2500, plus 1000 reprints in May, plus this 1000, for a total of 4500.

Ms. Mooney asked what total amount of grant dollars had he requested and he listed:

4x4 Cards 4500 (including today's 1000)....	\$375
5x8 Cards 4500 ( “ “ “ ).....	675 .....Cruise
3x5 Cards 4500 ( “ “ “ ) .....	375 ..... Fall Fest
5x8 Cards	.....450
Business Cards 2req@\$70 ea	..... 140
Banners (not event specific)	..... 120
4’x8’ Fall Fest Sign	..... 400
Ad in “Ride Texas” magazine	<u>..... 555</u>
Encumbered to date:	<u>\$3,090</u>
Today’s Request	<u>2,075</u>
<b>TOTAL GRANTS REQUESTED:</b>	<b>\$5,165</b>

VC White stated that this application is great as far as it goes with great detail for consideration for a paper trail. But in reference to last month’s discussion concerning Dr. Vieux’ requests, she needed more information, more details concerning his budget such as what other organizations are contributing? What is the total overall budget? She would like to “see the total picture.”

Dr. Vieux replied he did not realize that, so it was an oversight on his part. He offered to give a rough guess off the top of his head, but he didn’t have precise numbers at hand.

Chairwoman Mooney stated she would prefer the precise numbers in writing to include what percent the LCTTA is contributing to the total Fall Fest advertising budget.

Ms. White said she also would like to know what percent LCTTA is contributing. She stated this is a fact the Board should from every grant application, not just Fall Fest.

Ms. White moved to table the consideration for this Grant Application until the next Board Meeting when Dr. Vieux can include in the application the information requested today. Ms. Mings seconded and when the vote was called for, the motion passed.

2. Updated the Board on the license application with BMI
  - a. Fall Fest can pay \$228 toward the license
  - b. Have an option for BMI to talk to the Executive Director (Ms. Hugle) tp obtain a Presenter License package deal for all free events. If presenters are charging for the event, BMI gets 1.5% of the gate.

A short discussion followed discussing the merits of the options.

- B. Chairwoman Mooney presented a report to the Board from Dana Hugle as the LCTTA Board appointed representative to the Chuck Wagon Races held June 7-9. Ms. Hugle reported:

1. 96 teams competed at the races; competitors were predominantly from out of town and out of state.
2. The concert was very enjoyable; the mood of the crowd was mellow.
3. There were no fights, no bad behavior, and no major injuries reported during the races.
4. She had no bad comments, only positive ones reference the event.

C. Chairwoman Mooney presented (*for information only*) a Grant Application from Dana Hogle, Main Street Program Director, for “Bikes & Bands on Main Street”, Sep 28, 2013, requesting \$2,070 for posters, advertising, radio spots, etc. It will be on the June Board Meeting’s Agenda.

**New Business:**

1. Jodie White distributed flyers to each member for the 14<sup>th</sup> Annual Red Oak Independence Day Celebration, July 3 thru 6. Events include activities for the whole family’s enjoyment; fireworks will be shot at dusk on July 3<sup>rd</sup>; fun run on Saturday; softball tournament; free breakfast, and many other events. The Celebration will end on Saturday with a parade at 7:30pm followed by a street dance until midnight.
2. Red Oak organized a Benefit Run for Dustin Bridges on June 8 which made \$1300 for his wife and step son.
3. Chairwoman Mooney discussed the contract with “Oklahoma Today” magazine which is up for renewal. She distributed a pricing sheet to each member and stated the Board has the option of paying \$1305 for a ½ page ad which includes a discount of \$145, or buying a 1/3 page ad for \$913 including the discount.

She stated there is no way to calculate the effectiveness of print advertising. Much advertising is going to twitter, web print, etc. There are two main target groups, each using a specific format for gathering information: travelers 60 or older will pick up a magazine or brochure to read; young travelers prefer the digital formats.

VC White stated the cost for one year or 6 issues of a 1/3 page is \$3478; the cost for the same number of a ½ page ad is \$7830. She said that Ms. Hogle had previously laid out a campaign with a different tag line for each of the 6 issues, but had not been able to put it in place. A discussion was held concerning the pros and cons of ½ or 1/3 page ads.

Ms. Mings moved to approve purchasing ½ page ads in the “Oklahoma Today” Magazine for 6 issues for Fiscal Year 2013-2014. VC White seconded and the Board approved the motion with a vote.

4. Chairwoman Mooney informed the Board that in the past, the Governor held a Tourism Conference in October, but the Governor had determined it would be more effective to use the LT Governor’s talents to conduct six ea Travel and Tourism Summits around the state. The half day program would include a Town

**Hall discussion on a different subject at each location, followed by a reception for the local participants. She had looked at the schedule and the closest ones for Latimer County are in Tulsa or in Broken Bow: Sep 5, 2013 and Jan 20, 2014. There is no cost, but registration is required. The cost for our Executive Director to attend would be travel only as she could go up and back in one day.**

**VC White moved to approve expenses for Ms. Hogle to attend the summit of her choice contingent on Broken Bow's discussion topic which has yet to be announced. Ms. Mings seconded the motion which passed after the vote of the Board.**

**Old Business: There was no Old Business brought up to discuss.**

**VC White made a motion to adjourn with Ms. Mings seconding the motion. The motion passed and the LCTTA Board adjourned at 3:40 pm.**

**The next meeting is scheduled for July 12, 2013, 2:30pm, at the Chamber of Commerce Conference Room.**

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**Maryellen Mooney, Chairman**

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**Jodie White, Vice Chairman**

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**Leland Walker**

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**Mae Mings, Secretary**