

McCURTAIN COUNTY TOURISM AUTHORITY MINUTES

MONDAY JANUARY 31, 2022 - 1:00 PM

MEETING HELD AT BROKEN BOW CHAMBER OF COMMERCE MEETING ROOM

Chairman Aron Maib called the meeting to order at 1:03 PM.

Members present: Aron Maib, Tommy Julian, Joe Silk, Teresa Mullins, Vic Clay, Craig Young. **Absent Board Members:** Debbie Elliot. Executive Director Charity O'Donnell was also present. Guest present were Loritha Caldwell and Cheryl Sims from the Wright City Rodeo organization.

Tommy Julian made the motion to approve the minutes of the November meeting. Vic Clay seconded the motion. Motion passed unanimously 5-0. Tommy Julian, yes; Joe Silk, yes; Teresa Mullins, yes; Aron Maib, yes and Vic Clay, yes.

Financial Report: Tommy Julian, seconded by Teresa Mullins, made a motion to approve the Financial Report as presented. Motion passed unanimously 5-0. Tommy Julian, yes; Joe Silk, yes; Teresa Mullins, yes; Aron Maib, yes and Vic Clay, yes. Craig Young arrived as this voted was taken.

Purchase Orders: Purchase Order amounts were presented and reviewed. Tommy Julian, seconded by Vic Clay, made a motion to approve the Financial Report as presented. Motion passed unanimously 6-0. Tommy Julian, yes; Joe Silk, yes; Teresa Mullins, yes; Aron Maib, yes; Craig Young, yes and Vic Clay, yes.

OLD BUSINESS:

ADVERTISING UPDATE: Charity reported that the Matt had planned to be here today to report however, he has COVID and couldn't make it. She stated she went over everything via phone just before this meeting. She reported that following 8 campaign items had been Addy Winners: Change of Pace TV AD, shake it up summer internet video, Head North for Winder Full page print ad, Family Fun Worth Sharing super-sized outdoor ad, Family fun with Teddy Owens internet video, Shake it up Campaign, Shake it Up Fall video ad, and the Halloween Stop-Motion ad with the candy corn. She said these items either will get Gold, Silver, or Bronze and they would find out February 19th and let us know. She went through the 6-month report in detail and told them they would get it emailed to them so they could look it over and click all the links throughout the report. Charity discussed with the board that she asked them to change up the Hulu ads more frequently and to check the other

OTT ads to make sure they are not running the same way as the Hulu ones. She stated they had done 40 videos since July and had 30 more scheduled. Cinema is not back full force and ad rates for cinema has increased despite lower attendance, so she told them she recommended that we redirect those ad dollars to OTT and other video ad options. She asked the board about local cinema, they stated they would like to still do the in-market ad. She said she would do that. She stated ICG wanted to do Awareness and perception research in Dallas. She said we haven't done research since their first 6 months here. The board thought it was a good idea to have it done by a third-party vendor. She said she would get on that.

Wright City Rodeo: Loritha Caldwell and Cheryl Sims explained that they were wanting help promoting the Wright City Rodeo that is has been going on for 88 years and they are struggling to keep it going. They had a program that they sell ads in and sell to those that attend. The board explained that they would not be able to fund a program. They said they would fund advertising as in posters, radio, newspaper ads, or Facebook ads. They didn't know what they had to spend on advertising. Joe Silk made a motion to fund them up to \$2,5000 after they get the grant form filled out and an advertising plan determined. Teresa Mullins seconded. Motion passed unanimously 6-0. Tommy Julian, yes; Joe Silk, yes; Teresa Mullins, yes; Aron Maib, yes; Craig Young, yes and Vic Clay, yes. Charity told them to get with her and she would help them with anything needed and she said she needs the form and plan by March 7th. She told them to contact her if they needed any help or had questions that she would help them with their form and plan once they determined what they could spend on advertising.

Solar Eclipse Funding: Charity explained that April 8, 2024 the solar eclipse will happen in McCurtain County. Our area is the only county in the state that is in the totality zone. People will come here to watch the eclipse and we need to be prepared for this to happen and promote the informational aspects of it. A motion was made by Tommy Julian, and seconded by Vic Clay, to fund solar eclipse efforts up to \$7,000. Motion passed unanimously 6-0. Tommy Julian, yes; Joe Silk, yes; Teresa Mullins, yes; Aron Maib, yes; Craig Young, yes and Vic Clay, yes.

Local Grants Program: It was discussed about helping the organizations more. A motion was made by Aron Maib and seconded by Tommy Julian to change the guidelines from the 50/50 reimbursement to 100% reimbursement up to \$5,000 and 50/50 from for over \$5,000 with a \$10,000 cap. Motion passed unanimously 6-

0. Tommy Julian, yes; Joe Silk, yes; Teresa Mullins, yes; Aron Maib, yes; Craig Young, yes and Vic Clay, yes.

AD Agency RPP bidding: Charity explained that it is time again to go out to bid. She stated letters were mailed out with a deadline of March 7th at the next board meeting they would review them and narrow down some to come and present at the May 17th meeting. It was discussed that the meeting location should change to accommodate larger attendance. She said she would check to see if the Museum of Red River room was available.

UNSCHEDULED NEW BUSINESS:

Adjourn: Vic Clay made a motion to adjourn the meeting. Craig Young seconded the motion. Motion passed unanimously 6-0. Tommy Julian, yes; Joe Silk, yes; Teresa Mullins, yes; Aron Maib, yes; Craig Young, yes and Vic Clay, yes. Meeting adjourned at 3:01pm.

Aron Maib, Chairperson