

McCURTAIN COUNTY TOURISM AUTHORITY MINUTES

TUESDAY JULY 19, 2022 - 1:00 PM

MEETING HELD AT BROKEN BOW CHAMBER OF COMMERCE BOARD ROOM

Chairman Aron Maib called the meeting to order at 1:00 PM.

Members present: Aron Maib, Tommy Julian, Vic Clay Debbie Elliot, Craig Young and Jerry Don Smith. **Absent Board Members:** Teresa Mullins. Executive Director Charity O'Donnell was also present. Guest present were Johnathan Calloway. Adam Miller, Haley Harris, Summer Gallinger, Shelly Spradling, Matt Farley, Erin Acuff, Jerry Speck, and Jia Johnson. New Board member Jerry Don Smith was not sworn in yet and could not vote.

Tommy Julian made the motion to approve the minutes of the May meeting. Debbie Elliot seconded the motion. Motion passed unanimously 5-0. Tommy Julian, yes; Debbie Elliot, yes; Craig Young, yes; Aron Maib, yes and Vic Clay, yes.

Jia Johnson and Jerry Speck presented about a special project grant proposal asking for funding for Gladys's Park, they asked for \$50,000. Jerry stated that the county had donated \$60,000 and others had made smaller donations. He expects the entire project with be around \$287,000.00 possibly more with the way costs are rising. The board asked a few questions. Then Jerry spoke about Fall Festival and Dogwood Days, asking for a grant for advertising for \$7,500 for each festival. Jia and Jerry left at 1:10 pm.

Jonathan Calloway presented his grant proposal for the VFW Post 4777. Asking for grant advertising reimbursement of \$1,200.00 to promote their corn hole tournaments at local festivals and events. The board asked questions. He left at 1:15pm. Debbie left the room to take a phone call at 1:15pm and returned a few minutes later.

Haley Harris and Adam Miller presented a special project grant asking for funding for a courtesy dock for Broken Bow Lake Area D (Deer Drive), they explained that this dock would be helpful and improve tourism on the lake with ease of access, improved safety, and it will be ADA accessible. They talked about the congested boat parking lot and the rocky shore line and how the dock would better protect the boats visiting our lake. They are hoping that the state sees the benefit of this dock project and adds more in other areas of the lake. They stated they are asking for \$50,000 and that the state would cover any additional costs. They expect that it will

cost more than this amount however they are waiting on another quote to confirm it. The board had comments and questions about hand rails and how much they felt this was needed. Adam and Haley left at 1:30 pm.

Consideration and possible action of possible projects and local grants:

A motion was made to approve the Idabel Chambers request of \$50,000 for Gladys D Hill Memorial Park by Tommy Julian and seconded by Debbie Elliot. Vic Clay and Craig Young abstained. Motion passed 3-0. Tommy Julian, yes; Debbie Elliot, yes; Craig Young, abstained; Aron Maib, yes and Vic Clay, abstained. Vic is on the Idabel Chamber Board and Craig is Mayor of Idabel.

A motion was made Tommy Julian and seconded by Debbie Elliot to approve the \$7,500 for an advertising reimbursement grant for Dogwood Days and \$7,500 for Fall Festival. Motion passed 3-0. Tommy Julian, yes; Debbie Elliot, yes; Craig Young, abstained; Aron Maib, yes and Vic Clay, abstained.

A motion was made by Vic Clay and seconded by Tommy Julian to approve the adverting grant for VFW Post 4777 for \$1,200.00. Motion passed unanimously 5-0. Tommy Julian, yes; Debbie Elliot, yes; Craig Young, yes; Aron Maib, yes and Vic Clay, yes.

A motion was made by Tommy Julian and seconded by Debbie Elliot to approve the special projects grant proposal for the Broken Bow Lake Area D courtesy dock. Motion passed 4-0. Tommy Julian, yes; Debbie Elliot, yes; Craig Young, yes; Aron Maib, abstained and Vic Clay, yes. Aron abstained as he is the park manager.

ADVERTISING UPDATE: ICG Advertising Update was given by Matt Farley and Erin Acuff with Insight Creative Group. They discussed the following items with the board CBS, NBC DFW, Texas Today, the local impact campaign, influencers, gas pump toppers, and bus stop idea. They approved everything except influencers and the bus stop idea. They told Erin and Matt they wanted more details on these two concepts before they could make a decision. Debbie left at 1:55 during the ICG presentation. Also, Aron explained the Fishing University information we had received from the Valliant Chamber. Erin stated she would get with them and ask some details before we approve it. Erin and Matt left at 2:32.

Financial Report: Tommy Julian, seconded by Vic Clay, made a motion to approve the Financial Report as presented. Motion passed 4-0. Tommy Julian, yes; Debbie Elliot, not present; Craig Young, yes; Aron Maib, yes and Vic Clay, yes.

Purchase Orders: Purchase Order amounts were presented and reviewed. Tommy Julian, seconded by Craig Young, made a motion to approve the Financial Report as presented. Motion passed 4-0. Tommy Julian, yes; Debbie Elliot, not present; Craig Young, yes; Aron Maib, yes and Vic Clay, yes.

Receiving Officer and Secretary/Treasure opening: Joe Silk who the commissioners did not reappoint held these positions on the board. A motion was made by Vic Clay and seconded by Tommy Julian to make new board member Jerry Don Smith the receiving officer and secretary/treasurer. Motion passed unanimously 4-0. Tommy Julian, yes; Debbie Elliot, absent; Teresa Mullins, yes; Aron Maib, yes; and Vic Clay, yes

Guest Shelly Spradling asked where we spend our money locally at? Aron answered her that it was mostly through the local advertising grants for festivals and events and that it is left up to the event. Other things we were doing was a movie theater ad however we haven't since covid. He explained that the majority of what we do is outside of the area advertising. She then asked how much were the total purchase orders for July. Charity explained the encumbered total was \$237,383.00 that is what we expect it may be. Charity went on to say that is only \$7,369.00 right now because the ICG bill hasn't come in yet. Tommy added that it will be no more than the encumbered amount that it may be less than that. She stated that she had no further questions.

Debbie returned to the meeting at 2:45.

Adjourn: Vic Clay made a motion to adjourn the meeting. Tommy Julian seconded the motion. Motion passed unanimously 5-0. Tommy Julian, yes; Debbie Elliot, yes; Teresa Mullins, yes; Aron Maib, yes; and Vic Clay, yes. Meeting adjourned at 2:48pm.

Aron Maib, Chairperson