

McCURTAIN COUNTY TOURISM AUTHORITY MINUTES

TUESDAY MAY 17, 2022 - 8:30 AM

MEETING HELD AT KIAMICHI TECHNOLOGY CENTER IN THE BUSINESS CENTER RM 3

Chairman Aron Maib called the meeting to order at 8:32 AM.

Members present: Aron Maib, Tommy Julian, Vic Clay and Joe Silk. Teresa Mullins arrived late. **Absent Board Members:** Debbie Elliot and Craig Young. Executive Director Charity O'Donnell and Communications Specialist Brooke Hadley were also present. Guest present were Chantell Fuller and Haley Harris with Beavers Bend State Park, Brianna Teel from Forest Heritage Center, and Bobby Long from the McCurtain Fair/Rodeo Board.

Kenny Dial from KTC came in and did a short safety presentation.

Local Festival Grants: Charity presented the Kiamichi Owa-Chito grant proposal and the Watermelon Festival grant proposal because Brad Box was sick. Chantell, Haley and Brianna Teel presented the Beavers Bend Folk Festival grant proposal. Teresa Mullins arrived at 8:45am. Bobby Long presented a proposal that included the McCurtain County Rodo events and Fair. Then Chantell, Haley, Brianna and Bobby left.

Moroch ad agency of Dallas entered the room at 9:08am. Guest Dave Smulyan arrived at 9:12. Presentation began at 9:15am. Wendy Mason, Brad White, Jim Schuch, and Jaquie Hoyos presented to the board. Blue McDaniel arrived at 10:02am. They answered questions from the board. They left at 10:30am Wendy, Brad, Jim and Jaquie with Moroch left.

The board took a break as we were ahead of schedule and the next agency had not yet arrived. Lunch was served during this time. Frank an ad agency out of OKC arrived and begin setting up at 11:25am. At 11:32am, John Evans, Yosuke Shingu, Steven Silva, Leslie, Stanton, and Jedd Soh with Frank began their presentation that lasted until 12:32am. Guest Blue McDaniel left at 1:35pm and questions continued until they left at 1:40.

Insight Creative Group our current ad agency from OKC came in and set up and started at 1:49pm. Erin Acuff, Jason Gwyn, Matt Farley, and Rusty Duncan gave the presentation and the board asked questions. They left at 4:15pm. The board took at brief break.

At 4:21pm chairman Aron Maib called the meeting back to order.

Members present: Aron Maib, Tommy Julian, Vic Clay and Joe Silk. Teresa Mullins arrived late. **Absent Board Members:** Debbie Elliot and Craig Young. Executive Director Charity O'Donnell and Communications Specialist Brooke Hadley were also present. Guest Dave Smulyan was present.

Tommy Julian made the motion to approve the minutes of the March 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 Vic Clay, 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.

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 5-0. Tommy Julian, yes; Joe Silk, yes; Teresa Mullins, yes; Aron Maib, yes; and Vic Clay, yes.

ADVERTISING UPDATE: Charity reported that the Evolve study was back and went over some highlights. She said she had emailed it to them however she had a printed copy if anyone wanted to look it over. She mentioned the cabin video that she had emailed to them. They discussed and agreed with the proper systems in place that it is time to promote and highlight higher end cabins more aggressively, especially since they are not filling up as well as the other cabin segments.

OLD BUSINESS:

Consideration and possible action of special projects criteria: Aron Maib updated the board on the two projects, the first one being special development projects grant program. Aron state that the committee met twice to discuss criteria for the special projects grant program. He said what we came up with is in the packets and was emailed out for everyone to look over before the meeting. It was discussed the board would decide the 2 payout amounts and stipulations on a case-by-case basis and they had the discession to approve or deny any project presented. This project is intended to grow more tourism efforts in our county. Teresa Mullens, seconded by Tommy Julian, made a motion to approve the special projects criteria as presented. Motion passed unanimously 5-0. Tommy Julian, yes; Joe Silk, yes; Teresa Mullins, yes; Aron Maib, yes; and Vic Clay, yes.

The second program being developing a need for a trash program. They agreed it was needed and that up to 10% of the budget could be allocated to implement and aggressively tackle this problem. He stated that he spoke to the DA to see if we would be allowed to do this and he gave us support and said we could. He said he spoke to all three commissioners and they all individually gave their support. One of them told him to go to the Jail Trust Authority Board meeting. He went on to state that he and Charity got on their agenda and did that. They mentioned several obstacles to implementing it such as clear certified staff, availability of inmates, and insurance. They told him they would crunch some numbers and get back to him. He stated as of yet, they have not. He stated he called and inquired about the Pushmataha program, it is a contract they contract with ODOT and are contracted to pick up 3 counties. And they mentioned it being too much for one crew to keep up and some of the same issues mentioned above. Aron stated he then contacted the OK Department of Corrections facility in Hodges and spoke to the warden. He stated that while he mentioned the staff and inmate shortages, he stated he would kick up the channels above him to see if they could do anything to help us with this. Aron stated then he had Charity email Lt. Governor Matt Pinnell about this and then followed up with him and Pinnell said he would see if he could do anything to help. The board agreed we need to keep working on it and hope that eventually we get somewhere. Tommy Julian, seconded by Teresa Mullens, made a motion to make fund potential trash project up to 10% annually and for it to be reviewed annually and not to ever exceed 10% of the annual budget. Motion passed unanimously 5-0. Tommy Julian, yes; Joe Silk, yes; Teresa Mullins, yes; Aron Maib, yes; and Vic Clay, yes.

Consideration and possible funding of Budget: Vic Clay, seconded by Tommy Julian, made a motion to approve the budget as presented. Motion passed unanimously 5-0. Tommy Julian, yes; Joe Silk, yes; Teresa Mullins, yes; Aron Maib, yes; and Vic Clay, yes.

Consideration and possible action of board appointments: Vic Clay, seconded by Treasa Mullens, made a motion to recommend Tommy Julian and Joe Silk for reappointment. Motion passed unanimously 5-0. Tommy Julian, yes; Joe Silk, yes; Teresa Mullins, yes; Aron Maib, yes; and Vic Clay, yes.

Consideration and possible action of officers, requisitioning offers, and receiving officers: Joe Silk, seconded by Vic Clay, made a motion to make to make Aron Maib chairman, Vic Clay vice chairman and Charity O'Donnell and Aron Maib

requisition officers and Joe Silk and Tommy Julian receiving managers. Motion passed unanimously 5-0. Tommy Julian, yes; Joe Silk, yes; Teresa Mullins, yes; Aron Maib, yes; and Vic Clay, yes.

Consideration and possible action of local grants: Joe Silk, seconded by Tommy Julian, made a motion to approve the grants as presented except for McCurtain County Rodeo/Fair Board they will minus \$2,200 from the amount presented. We cannot fund on grounds advertising booklets that contain advertising. The will fund the remaining of \$4,662.78. Vic Clay abstained due to conflict of interest. Motion passed 4-0. Tommy Julian, yes; Joe Silk, yes; Teresa Mullins, yes; and Aron Maib, yes.

Consideration and possible action of AD Agency Bidding/Selection process: Vic Clay, seconded by Tommy Julian, made a motion to contract with Insight Creative Group again. Tommy Julian and Joe Silk for reappointment. Motion passed unanimously 5-0. Tommy Julian, yes; Joe Silk, yes; Teresa Mullins, yes; Aron Maib, yes; and Vic Clay, yes.

UNSCHEDULED NEW BUSINESS:

Adjourn: Joe Silk, seconded by Treasa Mullens, made a motion to adjourn. Motion passed unanimously 5-0. Tommy Julian, yes; Joe Silk, yes; Teresa Mullins, yes; Aron Maib, yes; and Vic Clay, yes.

Meeting adjourned at 5:58pm.

Aron Maib, Chairperson