



ARDMORE
TOURISM AUTHORITY

AGENDA
REGULAR MEETING
ARDMORE TOURISM AUTHORITY
THURSDAY, MARCH 22, 2018
ARDMORE CONVENTION CENTER
8:00 AM

1. CALL TO ORDER Jeff Storms
2. CONFIRMATION OF COMPLIANCE WITH OPEN MEETINGS ACT Jeff Storms
3. CONSIDERATION AND POSSIBLE ACTION TO APPROVE MINUTES OF SPECIAL MEETING ON MARCH 1, 2018 Jeff Storms
4. CONSIDERATION AND POSSIBLE ACTION FOR ACCEPTANCE OF TREASURER'S REPORT – FEBRUARY 2018 Kori Littleton
5. CONSIDERATION AND POSSIBLE ACTION TO APPROVE A PARTNERSHIP WITH MAJOR LEAGUE FISHING FOR AN EVENT TO BE HELD IN JUNE 2018 Tyler Young
6. CONSIDERATION AND POSSIBLE ACTION TO APPROVE INCENTIVE REQUESTS
New Incentive Requests Tyler Young
7. UPDATES:
Marketing Activities Mita Bates/
Tyler Young
Hardy Murphy
Ardmore Main Street
Create Ardmore
8. CONVENTION CENTER REPORT Barbara Selby
Tyler Young
Convention Center Update
Convention Center Marketing
9. ADJOURNMENT Jeff Storms

Agenda posted
Ardmore Convention Center, Ardmore City Hall, website

March 20, 2018
11:00 am

ARDMORE TOURISM AUTHORITY
BOARD OF TRUSTEES
SPECIAL MEETING MINUTES

March 1, 2018
Ardmore Convention Center
8:00 a.m.

TRUSTEES PRESENT: Tammy Bobst, Julie Brady, Danielle Brown, Kevin Butler, Jeff DiMiceli, Judy Elmore, Brent Harness,

Chris Peters, Jeff Storms

ABSENT: Kori Littleton, Mitesh Patel, Ken Campbell,

STAFF: Annalisa Peevy, Barbara Selby, Taylor Gregory, Mita Bates (via phone)

GUEST: Drew Butler

Item 1: Call to Order: Chair Kevin Butler called the meeting to order at 8:02 am.

Item 2: Confirmation of Compliance with the Open Meetings Act:

- Mita Bates, informed the Chair that the agenda of the meeting was posted in prominent public view of both the principal office of the Authority and the place of meeting. She also certified that it had been posted at least 48 hours prior to the meeting.

Item 3: Consider and Take Possible Action to Approve the Minutes of the December 14, 2017 Regular Meeting:

- Brent Harness moved to approve the minutes of the December 14, 2017 meeting. Jeff Storms seconded; the motion passed unanimously.

Item 4: Consider and Take Possible Action for Acceptance of Treasurer's Report for December 2017 and January 2017:

- Judi Elmore presented the December 2017 Treasurer's Report. Jeff Storms moved to approve the December 2017 Treasurer's Report as presented, Brent Harness seconded; the motion passed unanimously.
- Judi Elmore presented the January 2018 Treasurer's Report. Brent Harness moved to approve the January 2018 Treasurer's Report as presented, Jeff Storms seconded; the motion passed unanimously.

Item 5: Consider and Take Possible Action to engage Mary E Johnson and Associates, PLLC to perform the audit for FY 2017:

- Mita Bates stated Rahhal Henderson and Johnson has been dissolved, auditor Mary Johnson formed a new firm, Mary E Johnson and Associates, PLLC and was asked to supply a letter of engagement for \$7,900, audit should take place in April or May. It was moved by Brent Harness to engage Mary E Johnson and Associates, PLLC for the Audit in the amount of \$ 7,900, Danielle Brown seconded; the motion passed unanimously.

Item 6: Nominating Committee Report:

- Kevin Butler reported the Nominating Committee had met and recommended the following officers the board with: Jeff Storms – Chair, Judi Elmore – Vice Chair and Kori Littleton Treasurer. All agreed to serve. It was stated Chris Peters takes his child to school every morning and would not be able to be on time for the meeting. It was suggested that the time be moved to 8:15 am. All agreed.

Item 7: Consideration and possible action to elect officers to serve the Ardmore Tourism Authority for 2018:

- It was moved by Julie Brady to approve the slate of officers as presented, Brent Harness seconded; the motion passed unanimously. Kevin then introduced the new ATA board members Tammy Bobst and Chris Peters.

Item 8: Consideration and possible action to approve check signors for the Ardmore Tourism Authority:

- Kevin Butler stated the check signors would be Jeff Storms-Chair, Judi Elmore-Vice Chair, Kori Littleton-Treasurer and Mita Bates-President/CEO. Brent Harness moved to approve the check signors as presented, Judie Brady seconded; the motion passed unanimously.

Item 9: Consideration and possible action to prove incentive requests:

- Kevin Butler reported only one incentive request had been received. Cowboy Way MayFest May 3-6, 2018, to be held on Main Street. Jeff DiMiceli stated Main Street will comp the cost of the Market Place. Jeff Storms moved to award \$ 1,000 to the Cowboy Way MayFest Event, Jeff DiMiceli seconded; motion passed unanimously. Mita Bates stated staff would be working with Leslei Fisher about the attendance number for next year's event.

Item 10: Updates:

Marketing Activities – Taylor Gregory report she had been to ABA and is working on bus tours; Social Media with the Chickasaw Nation and Roadshows with Ok Dept of Tourism.

Hardy Murphy – Jeff Storms stated the Ar buckle Mountain was a huge success, will have the same group in June but it will be the Non-Pro with 450-600 horses, will have to install temporary stalls. Working with foundations to help funding with improvements to the facility. Jr. Livestock show is going on now with a good turnout so far.
Ardmore Main Street – Jeff DiMicele report 2 businesses working to move downtown. March 10th is Spring Clearance Sidewalk sale downtown. Friday April 6th - Taste of Ardmore. Have sent 2 bids out on the parking lot, both are high, trying to move this project to be included with Depo Park. Streetscape – nothing definite will be putting temporary signs for parking.
Create Ardmore- Judi Elmore stated they will be bringing back Art in the Park, this is scheduled for June. There will be no charge for participating artists.

Item 11: Convention Center Report:

Convention Center Update – Barbara Selby reported 3 big events in February, gave events for March, where every day is booked except for Sundays, and April is booked almost every day. After the rain, leaks were located; The staff and sign company are working on problem with marquee sign. Additional internet speed has been added in the building.

Judi Elmore stated there had been a meeting with Amtrak regarding SB1239, this bill will kill funding for the Heartland Flyer. Bill has not made it out of committee. Mita Bates stated if the bill doesn't make it out of committee it would die.

Item 12: Adjourn

- There being no further business Jeff Storms moved to adjourn, Judy Brady seconded; the motion passed unanimously. The meeting adjourned at 8:46 am.

Respectfully submitted,



Mita Bates, Secretary