



AGENDA  
REGULAR MEETING  
ARDMORE TOURISM AUTHORITY  
THURSDAY, OCTOBER 27, 2016  
ARDMORE CONVENTION CENTER  
2401 NORTH ROCKFORD ROAD – ARDMORE, OK.  
8:00 AM

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1. CALL TO ORDER Kevin Butler
  
2. CONFIRMATION OF COMPLIANCE WITH OPEN MEETINGS ACT Kevin Butler
  
3. CONSIDERATION AND POSSIBLE ACTION FOR ACCEPTANCE OF THE MINUTES OF THE REGULAR MEETING JULY 28, 2016 AND THE SPECIAL MEETING AUGUST 25, 2016 Kevin Butler
  
3. CONSIDERATION AND POSSIBLE ACTION FOR ACCEPTANCE OF TREASURER’S REPORT FOR AUGUST, 2016 AND SEPTEMBER, 2016 Judi Elmore
  
4. CONSIDERATION AND POSSIBLE ACTION TO ENGAGE RAHHAL, HENDERSON AND JOHNSON, PLLC TO PERFORM THE AUDIT FOR FY2016 Judi Elmore
  
5. CONSIDERATION AND POSSIBLE ACTION TO APPROVE INCENTIVE REQUESTS Mita Bates
  
6. UPDATE ON BRANDING INITIATIVE Mita Bates/  
Tyler Young
  
7. MARKETING UPDATE Tyler Young
  
8. CONVENTION CENTER REPORT Kacie Wilson/  
Barbara Selby
  
9. ADJOURNMENT Kevin Butler

Agenda posted  
Ardmore Convention Center, Ardmore City Hall, website

October 24, 2016 3:00 pm

ARDMORE TOURISM AUTHORITY REGULAR MEETING  
BOARD OF TRUSTEES  
BOARD MINUTES

July 28th, 2016  
Ardmore Convention Center  
8:00 a.m.

TRUSTEES PRESENT:

Kevin Butler, James Thompson, Judi Elmore, Mitesh Patel, Jeff Dimiceli, Julie Brady, Samantha Norton

ABSENT:

Jeff Storms, Ken Campbell, Samantha Crook, Bob Humphrey, Vicki Gelona

STAFF:

Mita Bates, Tyler Young, Barbara Selby, Kacie Wilson

GUESTS:

Jessica Bruba

Item 1: Call to Order: Chairman Kevin Butler called the meeting to order at 8:01 am.

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

- Mita Bates informed the board that the agenda had been posted on time and appropriately, therefore this meeting was in accordance with the Open Meetings Act.

Item 3: Consider and Take Possible Action to Approve the Minutes of the June 23rd, 2016 Meeting:

- Julie Brady moved to approve the Minutes of the June 23rd, 2016 meeting. Judi Elmore seconded; the motion passed unanimously.

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

- Judi Elmore presented the June 2016 Treasurer's Report. James Thompson moved to approve the June 2016 Treasurer's Report as presented, Julie Brady seconded; the motion passed unanimously.

Item 5: Consideration and Take Possible Action to Approve the Ardmore Tourism Authority Marketing Plan for FY 2016 – 2017:

- Tyler Young presented the Ardmore Tourism Authority Marketing Plan for FY 2017. Samantha Norton moved to approve the Ardmore Tourism Authority Marketing Plan for FY 2016 – 2017 as presented, Julie Brady seconded; the motion passed unanimously.

Item 6: Consideration and Take Possible Action to Approve the Ardmore Tourism Authority FY 2016 – 2017 Budget:

- Mita Bates presented the Ardmore Tourism Authority Marketing Plan for FY 2017. Samantha Norton moved to approve the Ardmore Tourism Authority Marketing Plan for FY 2016 - 2017 as presented, Julie Brady seconded; the motion passed unanimously.

Item 7: Consideration and Take Possible Action to Approve Financial Support of \$1000.00 for Create Ardmore:

- Mita Bates presented a request to financially support Create Ardmore with a contribution of \$1,000.00. James Thompson moved to approve financial support of \$1,000.00 for Create Ardmore, Samantha Norton seconded; the motion passed unanimously.

Item 8: Consider and Take Possible Action to Approve Incentive Requests:

- OCU Softball Showcase: Samantha Norton moved to approve a \$2,500 incentive for the OCU Softball Showcase, James Thompson seconded; the motion passed unanimously.

Item 9: UPDATES:

Marketing Activities – Tyler Young reported the success of the Oklahoma Chiefs of Police Conference. He received numerous compliments from those in attendance regarding both the Convention Center and staff. He also spoke about the OSAE Annual Conference that he and Mita attended. It was once again a great opportunity to showcase the convention center to decision makers and featured excellent education sessions.

Branding Project – Tyler and Mita reported on the success of their meeting with Cubic regarding the brand launch and the establishment of a timeline.

Ardmore Main Street – Jeff Dimiceli stated that technical plans for the re-named Westeheimer parking lot were in development with construction set to start this fall. He also noted that the Main Street office would soon finish relocating to the Tivoli Theater and that they had begun applying for a number of grants pertaining to Depot Park.

Create Ardmore – Judi Elmore invited the board to attend Create Ardmore's 8x8 anonymous art sale Friday, July 29, 2016. She also announced the upcoming Art Walk this Saturday at the Marketplace/Mill Street Garage.

Item 10: Convention Center Reports:

- Convention Center Update: Barbara Selby reviewed the 12 events in July including the Big 5 Community Services for 4 days. Barbara also highlighted the success of the Solar Car Challenge and corresponding event hosted by Michelin.
- Convention Center Marketing: Tyler Young was happy to report to trustees that the Convention Center had won the bid for the first ever Central Region HOG Rally in 2017. He was also reported he would be presenting to the ORPS board in the final round of their RFP process for their 2017 annual conference.

Item 11: Adjournment: There being no further business, James Thompson moved to adjourn, Judi Elmore seconded; the motion passed unanimously. The meeting adjourned at 8:42 am.

Respectfully submitted,

Mita Bates, Secretary



ARDMORE TOURISM AUTHORITY SPECIAL MEETING  
BOARD OF TRUSTEES  
BOARD MINUTES

August 25th, 2016  
Lake Murray Floating Cabins, Inc.  
8:00 a.m.

TRUSTEES PRESENT: Kevin Butler, James Thompson, Judi Elmore, Jeff Dimiceli, Ken Campbell, Julie Brady, Jeff Storms, Bob Humphrey

ABSENT: Mitesh Patel, Samantha Crook, Vicki Gelona, Samantha Norton

STAFF: Mita Bates, Tyler Young, Barbara Selby, Kacie Wilson  
GUESTS: Jessica Bruba

Item 1: Call to Order: Chairman Kevin Butler called the meeting to order at 8:08 am.

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

- Mita Bates informed the board that the agenda had been posted on time and appropriately, therefore this meeting was in accordance with the Open Meetings Act.

Item 3: Consider and Take Possible Action for Acceptance of Treasurer's Report:

- Judi Elmore presented the July 2016 Treasurer's Report. Jeff Storms moved to approve the July 2016 Treasurer's Report as presented, Julie Brady seconded; the motion passed unanimously.

Item 4: Consider and Take Possible Action to Approve Incentive Requests:

- Debbie Dance Intensive (DDI): James Thompson moved to approve a \$1,000 incentive for the Debbie Dance Intensive, Julie Brady seconded; the motion passed unanimously.
- SWRHA Futurity & Show: Bob Humphrey moved to approve a \$2,500 incentive for the SWRHA Futurity & Show, Julie Brady seconded; the motion passed unanimously.

Item 5: Consideration and Take Possible Action to Declare Equipment and Miscellaneous Items at the Ardmore Convention Center as Surplus as Identified on Exhibit "A":

- Bob Humphrey moved to declare the identified equipment and miscellaneous items at the Ardmore Convention Center as surplus as identified on Exhibit "A", Julie Brady seconded; the motion passed unanimously.

Item 6: Consideration and Take Possible Action to Authorize the Disposal of Equipment and Miscellaneous Items at the Ardmore Convention Center Declared as Surplus as Identified on Exhibit "A" by Sealed Bids.

- James Thompson moved to authorize the disposal of equipment and miscellaneous items at the Ardmore Convention Center declared as surplus as identified on Exhibit "A" by sealed bids, Jeff Storms seconded; the motion passed unanimously.

Item 7: UPDATES:

Marketing Activities – Tyler Young updated the board following the recent Branding Committee meeting focusing on the launch of the new brand. He also reported that he has been in contact with a sports group that is very interested in bringing a new softball event to Ardmore in spring 2017.

Ardmore Main Street – Jeff Dimiceli updated the board on the Depot, with the renovation set to begin September 6th. The new parking plaza technical drawings are nearing completion with bids to be solicited in October.

Create Ardmore – Judi Elmore reported that Create Ardmore had received a grant of \$4,500 from the Oklahoma Arts Council to be used towards employing a coordinator. She also invited all in attendance to the art walk this upcoming weekend.

Item 8: Convention Center Reports:

- Convention Center Update: Barbara Selby provided an overview of the previous month's events as well as the maintenance and cleaning in anticipation of the completion of the storage building. She also previewed September which will include 2 weddings and 2 quinceañeras.
- Convention Center Marketing: Tyler Young was pleased to announce that the Oklahoma Recreation and Parks Society had selected Ardmore and the Convention Center for their 2017 annual conference. He also reported the positive feedback the Oklahoma Chiefs of Police shared from their post-conference surveys.

Item 9: Adjournment: There being no further business, Bob Humphrey moved to adjourn, Jeff Storms seconded; the motion passed unanimously. The meeting adjourned at 8:40 am.

Respectfully submitted,

Mita Bates, Secretary