



**ARDMORE**  
TOURISM AUTHORITY

**AGENDA  
REGULAR MEETING  
ARDMORE TOURISM AUTHORITY  
THURSDAY, MARCH 23, 2017  
ARDMORE CONVENTION CENTER  
2401 NORTH ROCKFORD ROAD – ARDMORE, OK.  
8:00 AM**

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|----|--|-------------------------------|
| 1. | CALL TO ORDER  | James Thompson                |
| 2. | CONFIRMATION OF COMPLIANCE WITH OPEN MEETINGS ACT  | James Thompson                |
| 3. | CONSIDERATION AND POSSIBLE ACTION FOR ACCEPTANCE OF THE MINUTES OF THE REGULAR MEETING MARCH 2, 2017 | James Thompson                |
| 4. | CONSIDERATION AND POSSIBLE ACTION FOR ACCEPTANCE OF TREASURER'S REPORT                               | Judi Elmore                   |
| 5. | CONSIDERATION AND POSSIBLE ACTION TO APPROVE INCENTIVE REQUESTS                                      | Tyler Young                   |
| 6. | LEGISLATIVE UPDATE   | Tyler Young                   |
| 7. | MARKETING UPDATE   | Tyler Young                   |
| 8. | CONVENTION CENTER REPORT   | Tyler Young/<br>Barbara Selby |
| 9. | ADJOURNMENT  | James Thompson                |

Agenda posted  
Ardmore Convention Center, Ardmore City Hall, website

Tuesday, March 21, 2017 1:00 pm

ARDMORE TOURISM AUTHORITY  
BOARD OF TRUSTEES  
REGULAR MEETING MINUTES

March 2, 2017  
Ardmore Convention Center  
8:00 a.m.

TRUSTEES PRESENT: Julie Brady, Danielle Brown, Kevin Butler, Ken Campbell, Judi Elmore, Brent Harness, Kori Littleton\*, Jeff Storms, James Thompson  
ABSENT: Samantha Crook, Jeff DiMiceli, Mitesh Patel  
STAFF: Mita Bates, Barbara Selby, Annalisa Peevy  
GUEST: Stephen Lamar

Item 1: Call to Order: Chair Kevin Butler called the meeting to order at 8:05 am and welcomed the new board members

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

- ATA President, 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 January 17, 2017 Regular Meeting:

- James Thompson moved to approve the minutes of the January 17, 2017 meeting, Julie Brady seconded; the motion passed unanimously.

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

- Judi Elmore presented the January 2017 Treasurer's Report. Julie Brady moved to approve the January 2017 Treasurer's Report as presented, James Thompson seconded; the motion passed unanimously.

Item 5: Consider and Take Possible Action to Approve Design for Wayfind Signage:

- Mita Bates stated Tyler Young was at a Roadshow in Oklahoma City marketing Ardmore. She then handed out copy of sign design. It was moved by Judi Elmore to accept the sign design as presented, Jeff Storms seconded; the motion passed unanimously.

Item 6: Consider and Take Possible Action to Advertise for Bids for Fabrication of Wayfind Signage:

- Mita Bates stated Cubic provide the specifications and then the fabrication will go out for bids. James Thompson moved to seek bids on the Wayfind Signs; the motion was seconded by Brent Harness; the motion passed unanimously.

Item 7: Consider and Take Possible Action to Approve Payment of \$50,000.00 for Additional Principal Reduction of Convention Center Debt:

- Mita Bates asked the board to approve \$50,000.00 be paid toward the principal on the Convention Center debt. It was moved by James Thompson to approve \$50,000 to be paid toward the principal debt of the Convention Center, seconded by Julie Brady; the motion passed unanimously.

Item 8: Consider and Possible Action to Approve Incentive request.:

- Mita Bates stated we have three Incentive requests this month.
  - o #1-Jeff Storms reported on, Arbuckle Mountain Futurity. It had more entries than last year and event was well attended. Mita stated the Tourism Authority help start this event in 2010. It was moved by Judie Brady to approve the \$ 2,500.00 requested, seconded by Brent Harness; the motion passed unanimously.
  - o #2-Spring Break Bash- Jeff stated this is a High School & Jr. High School Rodeo. This event will draw Texas and area participants. It was moved ty James Thompson to approve the \$ 500.00 requested, seconded by Julie Brady; the motion passed unanimously.
  - o #3-9<sup>th</sup> Annual Feathered Horse Spring Classic -Jeff stated this is the first time this event has been held in Ardmore. This is not a large association and he is not sure on attendance for a first-year event. It was moved by Julie Brady to approve \$ 500.00 and seconded by Brent Harness; the motion passed unanimously.

Item 9: Marketing Update:


- Mita Bates reported Tyler is working with Cubic on the "See More" brochure, Oklahoma Management Association has booked at the Convention Center, working with the Oklahoma Police Association and ASA Softball. Mita stated the Maxwell will be held in Edmond this year because of the conditions of the greens at Dornick, should return to Ardmore next year.

Item 10: Convention Center Update:

- Barbara Selby provided an overview of February events, she stated have new small groups booking the Convention Center for the first time. They were pleased with the facility and would be returning. Barbara also reported the Convention Center passed all fire inspections, and that Standley has improved the wireless connection in the building.
- Other Announcements:  
Judi Elmore reported Create Ardmore will be bringing back the Ardmore Birthday Celebration the last Saturday in July and they have hired an Executive Director- Norma Lynne Paschall.

Item 11: There being no further business, James Thompson moved to adjourn, Judi Elmore seconded; the motion passed unanimously. The meeting adjourned at 8:40 am.

Respectfully submitted,

  
Mita Bates, Secretary

\*Board member was late