



ARDMORE
TOURISM AUTHORITY

**AGENDA
REGULAR MEETING
ARDMORE TOURISM AUTHORITY
THURSDAY, APRIL 27, 2017
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 MARCH 23, 2017 | Kevin Butler |
| 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/
Barbara Selby |
| 9. | ADJOURNMENT | Kevin Butler |

Agenda posted
Ardmore Convention Center, Ardmore City Hall, website

Monday April 24, 2017 3:00 pm

ARDMORE TOURISM AUTHORITY
BOARD OF TRUSTEES
REGULAR MEETING MINUTES

March 23, 2017
Ardmore Convention Center
8:00 a.m.

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

Item 1: Call to Order: Vice-Chair James Thompson called the meeting to order at 8:02 am.

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

- Tyler Young, informed the Vice-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. He 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 March 2, 2017 Regular Meeting:

- Judi Elmore moved to approve the minutes of the March 2, 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 February 2017 Treasurer's Report. Brent Harness moved to approve the February 2017 Treasurer's Report as presented, Julie Brady seconded; the motion passed unanimously.

Item 5: Consider and Take Possible Action to Approve Incentive Requests: None

Item 6: Legislative Updates:

- Tyler Young discussed the proposed statewide budget cuts to Tourism. Lake Texoma State Park is on the list to currently be cut. Tourism is third largest industry of Oklahoma's economy, with travelers spending \$8.6 billion dollars a year in the state.
- Judi Elmore stated with President Trump's Skinny budget cut, the Heartland Flyer may be cut. She handed out map detailing the reduction of AMTRAK service in the proposed budget.

Item 7: Marketing Update:

- Tyler Young stated his trade show in Oklahoma City went very well, we are working on new vinyl for billboard, attraction brochure, newsletter template, and two RFP's for events at Convention Center.

Item 8: Convention Center Report

- Barbara Selby reported on the events held at the Convention Center, still booking new small meetings in board rooms.
- Announcements: Ardmore Main Street "Taste of Ardmore" March 31st, April 1 – 8 "Mainopoly" Bus Promotion for Main Street have 23 signed up. Judi Elmore's "Antiques Etc" has been named one of the best 10 antique shops in Oklahoma. Create Ardmore will sponsor a trip to Fort Worth for the Art Festival, April 20th, cost \$ 55.00. Also, Create Ardmore will be bringing back Ardmore's Birthday Celebration, July 29th. Kiwanis will host Breakfast in the Park, still looking for sponsors.

Item 9: There being no further business, Danielle Brown moved to adjourn, Judi Elmore seconded; the motion passed unanimously. The meeting adjourned at 8:16 am.

Respectfully submitted,

Mita Bates, Secretary