



ARDMORE
TOURISM AUTHORITY

AGENDA
REGULAR MEETING
ARDMORE TOURISM AUTHORITY
THURSDAY, APRIL 26, 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 REGULAR MEETING ON MARCH 22, 2018. Jeff Storms
 4. CONSIDERATION AND POSSIBLE ACTION FOR ACCEPTANCE OF TREASURER'S REPORT – MARCH 2018 Kori Littleton
 5. CONSIDERATION AND POSSIBLE ACTION TO APPROVE INCENTIVE REQUESTS
New Incentive Requests Tyler Young
 7. UPDATES:
Major League Fishing Mita Bates/
Tyler Young
Marketing Activities – OTTA Conference
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
- April 23, 2018
3:00 pm
- Agenda posted
Ardmore Convention Center, Ardmore City Hall, website

ARDMORE TOURISM AUTHORITY
BOARD OF TRUSTEES
REGULAR MEETING MINUTES

March 22, 2018
Ardmore Convention Center
8:16 a.m.

TRUSTEES PRESENT: Tammy Bobst, Julie Brady, Kevin Butler, Jeff DiMicele, Judi Elmore, Kori Littleton, Mitesh Patel, Jeff Storms, Ken Campbell

ABSENT: Danielle Brown, Brent Harness, Chris Peters,
STAFF: Tyler Young, Mita Bates, Annalisa Peevy, Barbara Selby, Taylor Gregory

Item 1: Call to Order: Chair Jeff Storm called the meeting to order at 8:16 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 24 hours prior to the meeting.

Item 3: Consider and Take Possible Action to Approve the Minutes of Special Meeting on March 1, 2018:

- Judi Elmore moved to approve the minutes of the March 1, 2018 special meeting; Julie Brady seconded; the motion passed unanimously.

Item 4: Consider and Take Possible Action for Acceptance of Treasurer's Report for February 2018:

- Kori Littleton presented the February 2018 Treasurer's Report. Kevin Butler moved to approve the February 2018 Treasurer's Report as presented; Jeff DiMicele seconded; the motion passed unanimously.

Item 5: Consider and Take Possible Action to approve a partnership with Major League Fishing for an event to be held in June 2018:

- Tyler Young passed out information on fishing league. This event would have approximately 50 fishermen plus camera crews/officials staying one week adding up to 600 room nights. The event will air on TV, and include logo and ads for Ardmore area. Fee for hosting \$ 40,000.00. Mita Bates stated fishing will be at Lake Murray and Arbuckle Lake. Jeff Kriet feels this would be an excellent opportunity for the community and believes he can get other sponsors for this event. Judi Elmore moved to approve up to \$ 25,000 to Sponsor this event; Kori Littleton seconded; the motion passed unanimously.

Item 6: Consideration and Possible Action to Approve Incentive Request:

- 2018 OK/TEX Shoot out – this is the 17th year have giving \$ 4,000.00 in the past, this covers fee for field use. The amount for the field use can change because of the weather. It was moved by Kori Littleton to approve up to \$ 5,000.00 for this event, Judi Elmore seconded: the motion passed unanimously.
- Arbuckle Mountain Futurity – Jeff Storms stated the event was well attended, had 500 plus entries with 600 horses. Judi Elmore moved that we approve \$ 2,500.00 for this event, Julie Brady seconded; the motion passed unanimously.
- OHSRA/OKJHSRA Spring Break Bash – Jeff Storms reported this is the 2nd year for this event. It was well attended with 300 horses and they are wanting to have a fall event also. \$ 500.00 was given last year. It was moved by Kevin Butler to increase the amount to \$ 1,000.00 for this event; Tammy Bobst seconded; the motion passed unanimously.

Item 7: Updates:

- Marketing Activities – Taylor Gregory stated she had been focused on increasing posts on Social Media platforms; attended the Quarterly meeting of the Tourism Assoc.; participated in two Roadshows in Oklahoma City and will attend one on OSU OKC Campus. Tyler Young stated have advertising in American Road Magazine, new ATA Website is in process; Wayfind signs repairs are scheduled within next weeks with the sign company sending new capstone with correct colors.
- Hardy Murphy – Jeff Storms stated they have about five weekends open for the year; working with landscape company to upgrade the look of the facility.
- Main Street- Jeff DiMicele reported the Sidewalk sale was a very well attended. Taste of Ardmore will be April 6, and they will also make a push for Memorial Day Weekend Sales. Plans are evolving regarding the planned Pocket Park location, new plans will include restaurants and retail. Streetscape is concentrating on East Main and Caddo, Westheimer plaza parking project has been put on hold with the money being rolled into Depot Park plans.
- Create Ardmore – Judi Elmore stated Create Ardmore now have three new board members, bringing the total of the board to 12. April 19th will take the train to Fort Worth for the Arts Festival, limited to 40 seats. Had a good meeting with AMTRAK trying to work with Kansas to make connections.

Item 8: Convention Center Report:

- Barbara Selby reported new event for April, Charter School Testing, they will be using the building 3 or 4 days a week. Also, in April, Ardmore and Plainview proms and Business Expo. Met with gentleman regarding the roof, have a company out of Tulsa that will make recommendations. Have submitted an RPF for Oklahoma Chamber Executives. City Mangers Association will be here this summer. A2A is this week, and Lt. Governors Turkey Hunt is April 11-13.

Item 9: There being no further business Kevin Butler moved to adjourn, Tammy Bobst seconded, the motion passed unanimously. The meeting adjourned at 8:52 am.

Respectfully submitted,


Mita Bates, Secretary