

ARDMORE TOURISM AUTHORITY  
BOARD OF TRUSTEES  
MINUTES OF REGULAR MEETING

October 28, 2021  
Location: Ardmore Convention Center  
8:15 a.m.

TRUSTEES PRESENT: Tammy Bobst, Ken Bohannon, Julie Brady, Jadean Fackrell, Annie Harlow, Tim Longest, Chris Peters, Jeff Storms  
EX-OFFICIO: Sandy Doughty  
ABSENT: Dawnia Cravatt, Jeff DiMiceli, Brent Harness  
STAFF: Mita Bates (phone), William P. 'Bill' Murphy (phone), Marthanna Donald, Taylor Steele  
OTHER: Cindy Huggins (Ardmore Main Street Authority guest)

Item 1: Call to Order: Roll was called and quorum declared; Chairperson Jeff Storms called the meeting to order at 8:13 a.m.

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

- Mita Bates informed the Chairperson 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 and had been posted at least 48 hours prior to the meeting.

Item 3: Consider and Take Possible Action to Approve the Minutes of the regular meeting on September 23, 2021 and Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting

- Tim Longest motioned to approve the minutes of the September 23, 2021 regular meeting, Jadean Fackrell seconded. Tammy Bobst, Jadean Fackrell, Tim Longest, and Jeff Storms voted aye. Ken Bohannon and Julie Brady abstained. There were no nays. The motion passed.

Chris Peters joined the Meeting at 8:17 a.m.

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Item 4: Consideration and Possible Action for Acceptance of Treasurer's Report – September 2021

- Jadean Fackrell motioned the September 2021 Treasurer's Report be accepted, Julie Brady seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Jadean Fackrell, Tim Longest, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.

Item 5: Consideration and Possible Action to Accept the Resignation of Brent Harness from the Ardmore Tourism Authority Board

- Ken Bohannon motioned to accept the resignation of Brent Harness from the Ardmore Tourism Authority Board, Jadean Fackrell seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Jadean Fackrell, Tim Longest, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.

Annie Harlow joined the Meeting at 8:21 a.m.

Item 6: Consideration and Possible Action to Appoint a Nominating Committee to Recommend Trustees to Serve Terms Beginning January 2022 and Officers to serve Beginning January 2022

- Jeff Storms shared that the Executive Committee discussed the seats to be filled as of January 2022 and will take volunteers to sit on the Nominating Committee. The Committee will present a slate of nominees to the Ardmore City Commission for approval. Tammy Bobst, Tim Longest, and Chris Peters volunteered to serve on the Committee.
- Julie Brady motioned the volunteers to the Nominating Committee be accepted, Jadean Fackrell seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Jadean Fackrell, Annie Harlow, Tim Longest, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.

Item 7: Consideration and Possible Action to Approve Incentive Requests and Approval of Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting.

- No Incentive Requests were received and no Incentive Requests were discussed.

Item 8: Consideration and Possible Action to Approve a Memorandum of Understanding with the City of Ardmore for Bid 21-802 Wayfind Sign Installation for Bid Alternative 1 (\$28,300) and Alternative #2 (\$6700) and Approval or Rejection of Any Amendments Considered by the Board of Trustees at the Meeting

- Mita Bates updated the Trustees to the ongoing activity related to the installation of the wayfind signs throughout the City. The City has now solicited bids for a third time. Bid documents allowed for installation of 14 signs with an additional alternate bid requested for five signs - four signs for \$28,300 and one sign for \$6,700. The City is prepared to award the bid at the November 1, 2021 Commission Meeting. The City has inquired of the ATA to partner on the Alternative 1 and Alternative 2 proposals, totaling \$35,000, which will allow for the installation of 19 of total 30 signs.
- Jadean Fackrell made a motion to approve a Memorandum of Understanding with the City of Ardmore for \$35,000, of which ATA will fund \$25,000 and the Chamber of Commerce will fund \$10,000, Ken Bohannon seconded. Tammy

Bobst, Ken Bohannon, Julie Brady, Jadean Fackrell, Annie Harlow, Tim Longest, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.

Item 9: Old Business

- No Old Business was presented or discussed.

Item 10: Consideration and Possible Action to Enter into Executive Session for the Purpose of:

- a) Discussion the employment, hiring, appointment, promotion, demotion, disciplining or resignation of any individual salaried public officer to employee under the provisions of 25 O.S. §307B(1)
- Ken Bohannon made a motion to enter into Executive Session, Jadean Fackrell seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Jadean Fackrell, Annie Harlow, Tim Longest, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed. Executive Session began at 8:34 a.m.

Item 11: Consideration and Possible Action to Reconvene Into Regular Session.

- Ken Bohannon made a motion to reconvene into Regular Session, Tammy Bobst seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Jadean Fackrell, Annie Harlow, Tim Longest, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed. Regular Session reconvened at 8:52 a.m.

Item 12: Updates:

- **Marketing Activities** – Marthanna Donald let the Trustees know that a Meet & Greet is planned for Clients and local hoteliers and industry partners to introduce Taylor Steele, new General Manager-Convention Center; date is TBD. The Tourism team is scheduled to attend the American Bus Association event in Grapevine, TX in January to promote Ardmore as a tour stop. Marthanna continues to update the Ardmore Visitor’s Guide and met with City Development Dept. and GIS leads and discussed the development of the interactive visitor map ATA Trustees asked that ATA control. Next steps are to flesh out the framework of information to include in the map and provide to the City.
- **Hardy Murphy Coliseum** – Jeff Storms stated the Coliseum has been busy and will continue to be through November. The Arts and Crafts Fair will return to HMC Nov. 12-13. The team is in the process of hiring an architect for interior renovations at the Coliseum.
- **Ardmore Main Street Authority** – Cindy Huggins, Ardmore Main Street Authority Board Treasurer, updated the ATA Trustees on activities scheduled for Main Street; Trick-or-Treat with Touch-a-Truck is Oct. 30, Parade of Lights is scheduled for November 30 (link on the AMSA website), and holiday activities such as carriage rides, evening shopping on Thursdays, and reindeer.
- **The Goddard Center** – Ken Bohannon mentioned the ongoing Capital Campaign which kicked off Sept. 10 and updated the Board on events at the GC: Raku Fire event will be Oct. 29 with a fee of \$75, Metropolitan Opera “Fire Shut Up in My Bones” will be October 30 with a \$20 admission, Bolshoi Ballet Spartacus November 7. Ardmore Little Theater rehearsals of ‘Elf’ have begun and the GC’s holiday show will be “Bach to the Future” December 17. Cirque de Soleil artists are scheduled for January 2022.
- **Create Ardmore** – Marthanna Donald shared that the Main Street Art Video started filming Oct. 2 and will include the scarecrows from the Scarecrow Contest. A map of the scarecrows may be posted to CA’s Facebook page. The ‘Picture My Future’ banner project is looking into a new technique seen at the Goddard Center for installing the banners without damaging the building and façade grants are ongoing. Create Ardmore has open positions on the Board and welcomes nominees.

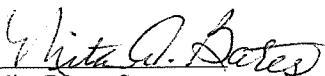
Item 13: Convention Center Report:

- Taylor Steele shared that the ACC hosted 9 events in October 2021, compared to 14 in October of 2020 and have 14 on the books (5 corporate cancellations). November 2021 events are in line with the November of 2020 count. The Fall Festival will be Nov. 12-14 and our corporate partners have multiple events planned in the next three weeks. Inventory of tablecloths, other linens, equipment, etc. is ongoing. The team has stayed on top of cleaning and organizing the different spaces at the ACC. Taylor is happy to tour any Trustee wanting to see the Center.

Item 14: There being no further business, Jadean Fackrell motioned to adjourn, Chris Peters seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Jadean Fackrell, Annie Harlow, Tim Longest, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.

The meeting adjourned 9:06 a.m.

Respectfully submitted;

  
Mita Bates, Secretary