

ARDMORE TOURISM AUTHORITY
BOARD OF TRUSTEES
MINUTES OF REGULAR MEETING

May 29, 2021
Location: Ardmore Convention Center & Via: ZOOM
8:15 a.m.

TRUSTEES PRESENT: Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jeff DiMiceli, Annie Harlow, Brent Harness, Tim Longest, Chris Peters, Jeff Storms

EX-OFFICIO:

ABSENT: Jadean Fackrell, Julie Brady

STAFF: Marthanna Donald

OTHER: Sandy Doughty

Item 1: Call to Order: Roll was called and quorum declared; Chair Jeff Storms called the meeting to order at 8:16 a.m.

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

- Marthanna Donald 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 April 22, 2021 in person at the ACC.

- Brent Harness motioned to approve the minutes of the April 22, 2021 meeting, Tammy Bobst seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jeff DiMiceli, Annie Harlow, Brent Harness, Tim Longest, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.

Item 4: Consideration and Possible Action to Accept the April 2021 Treasurer's Report.

- Ken Bohannon motioned for the report to be approved, Chris Peters seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jeff DiMiceli, Annie Harlow, Brent Harness, Tim Longest, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.

Item 5: Consideration and Possible Action to Elect Ken Bohannon as Treasurer for the ATA.

- Brent Harness motioned to elect Ken Bohannon as Treasurer for the ATA, Tammy Bobst seconded. Tammy Bobst, Julie Brady, Dawnia Cravatt, Jeff DiMiceli, Annie Harlow, Brent Harness, Tim Longest, Chris Peters, and Jeff Storms voted yes. There were no nays. Ken Bohannon abstained. The motion passed.

Item 6: Consideration and Possible Action to Approve Incentive Requests.

- After brief discussion, Brent Harness made a motion to approve \$1,500 for the 36th Annual Barry Burk Jr. Calf Roping event at Hardy Murphy Coliseum on May 28-31, 2021, Tim Longest seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jeff DiMiceli, Annie Harlow, Brent Harness, Tim Longest, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.
- After brief discussion, Brent Harness made a motion to approve \$5,000 for The Non Pro Plus Open to be held June 9-19, 2021 at Hardy Murphy Coliseum, Jeff DiMiceli seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jeff DiMiceli, Annie Harlow, Brent Harness, Tim Longest, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.
- After brief discussion, Jeff DiMiceli made a motion to approve \$500 for Arbuckle Horse & Pony Celebration to be held June 25-27, 2021 at Hardy Murphy Coliseum, Ken Bohannon seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jeff DiMiceli, Annie Harlow, Brent Harness, Tim Longest, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.

Item 7: Old Business:

- Marthanna Donald presented the updated draft of the ATA Request for Assistance form, aka Incentive Request form. The Board reviewed and requested an additional change which will be made and the final form will be presented for acceptance at the next Board Meeting.
- Jeff Storms and Brent Harness, as members of the Transition Committee, updated the Board on the search activity for a new President upon Mita Bates' retirement.
- The installation of wayfinding signs was mentioned and Marthanna Donald responded that installation is currently on hold due to vendor issues.

Annie Harlow dropped off the call at 9:01 am.

Item 8: Updates:

- **Marketing Activities** – Marthanna Donald shared that ATA continues to work in conjunction with Oklahoma Tourism and Recreation Dept (www.travelok.com) travel promotional activity. Marthanna also shared data from OTRD on brochure distribution: in April 2021, 1,000 Ardmore Visitor's Guide were distributed to 40 states by OTRD w the most requests coming from people in the state of OK, 2nd most from the state of TX and 3rd most from the state of MO. ATA

is once again sponsoring the July 4th Fireworks at Lake Murray on Sunday, July 4. Sponsorship opportunities will go out soon. ATA provided 135 Ardmore gift bags to the recent Regional and State track meets at Noble Stadium in May. ATA was represented at the Ribbon Cutting for Murray Harbor, the new marina at Lake Murray, and we are connecting for future marketing activity. We continue strategic advertising placements and are going to be updating the Visitor's Guide. The Ardmore sheet maps have been updated and a pad will be delivered to local hotels as a goodwill gesture and perk for their guests.

- **Hardy Murphy Coliseum** – Jeff Storms reported that 2021 is turning into one of HMC's best years. The Barry Burk Jr. Calf Roping event will be the weekend of May 28 and the 4-H District Show will be June 2-3, followed by the Non-Pro plus The Open Cutting event June 9-19. The Arbuckle Horse & Pony Celebration will be the last weekend in June. HMC is reviewing bids and architects for upcoming renovation work.
- **Ardmore Main Street Authority** – Jeff DiMiceli reported that Depot Park construction has begun – a brief stop for OG&E to bury overhead power lines, then construction will resume. Work on Sunset Grill is proceeding as they install furniture and await one kitchen item. Farmers' Market officially starts May 29. AMSA is removed from direct oversight of the market but will support in other ways. AMSA is initiating a Banner Project to place banners on light poles throughout Downtown. A supporter is buying the hardware and sponsorships of the banners will be available for purchase, which puts the sponsor's name on the banner.
- **The Goddard Center** – Ken Bohannon reported that the Juried show featuring local and regional artists is currently up on the walls at the Goddard Center and that the GC will soon be displaying Jud Little's art and hosting its sale. Art Classes start in June with discounts and scholarships available. Summer Camp will be the weeks of July 12 & 19 and films will fill the gaps throughout the summer. The GC will host the 'Paint-A-Pot' event in celebration of Juneteenth June 19, 1:00 – 3:00 pm, where participants will paint a pot and take it with them. The ALT Summer Musical will be "Seussical Jr." presented June 24-27. The public phase of the Goddard Center's Capital Campaign will begin Sept. 10 with Mike and Betty Jane Cawley as Honorary Chairs.
- **Create Ardmore** – Marthanna Donald shared that the 'Picture My Future' banner campaign continues and potential buildings have been identified with owner discussions beginning. The G Street mural (old Humpty Dumpty location) has changed artists and the CA is finding someone to help East Side Renaissance apply for a façade grant in advance of their mural. Family Shelter is looking for an artist for a fence mural and the Health Dept building remains a candidate for a mural. There is great interest from CA, AMSA, ATA, Chamber and others for a street art video / overall location map showing art, points of interest, history, etc. for Ardmore in both digital and printed versions. After the uncovering of the ghost ad on the side of the Cook's Paint building, there is interest in preserving more of the old mural advertising in the historic portion of Downtown.

Item 9: Convention Center Report:

- Barbara Selby reported that inquiry calls are still coming in but events have fewer participants and more cautious Clients. Seven large events are on the books for June.

Item 10: There being no further business, Brent Harness motioned to adjourn, Jeff DiMiceli seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jeff DiMiceli, Annie Harlow, Brent Harness, Tim Longest, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed. The meeting adjourned 9:25 a.m.

Respectfully submitted;

Mita Bates, Secretary