

ARDMORE TOURISM AUTHORITY
BOARD OF TRUSTEES
MINUTES OF REGULAR MEETING

September 23, 2021
Location: Ardmore Convention Center
8:15 a.m.

TRUSTEES PRESENT: Tammy Bobst, Dawnia Cravatt, Jadean Fackrell, Brent Harness, Tim Longest, Chris Peters, Jeff Storms

EX-OFFICIO:

ABSENT: Ken Bohannon, Julie Brady, Jeff DiMiceli, Annie Harlow

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.

- 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 special meeting on August 12, 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 August 12, 2021, special meeting, Jadean Fackrell seconded. Tammy Bobst, Dawnia Cravatt, Jadean Fackrell, Brent Harness, Tim Longest, and Jeff Storms voted aye. There were no nays. The motion passed.

Chris Peters joined the Meeting at 8:18 a.m.

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

- Brent Harness motioned for the report to be approved, Tammy Bobst seconded. Tammy Bobst, Dawnia Cravatt, Jadean Fackrell, 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 Engage Mary Johnson and Associates to Complete the FY 2021 Audit.

- Mita Bates shared that the fee for the FY 2021 Audit will be \$8,500, same as for the FY 2020 Audit, and the Audit is promised for completion by December 31, 2021.
- Brent Harness motioned to engage Mary Johnson and Associates to complete the ATA FY 2021 Audit, Jadean Fackrell seconded. Tammy Bobst, Dawnia Cravatt, Jadean Fackrell, Brent Harness, Tim Longest, Chris Peters and Jeff Storms voted aye. There were no nays. The motion passed.

Item 6: 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.

- After brief discussion, Brent Harness made a motion to approve \$1,000 for the Watson Team Roping World Series event at Hardy Murphy Coliseum on May 7-9, 2021, and September 17-19, 2021, Jadean Fackrell seconded. Tammy Bobst, Dawnia Cravatt, Jadean Fackrell, Brent Harness, Tim Longest, and Chris Peters voted aye. Jeff Storms was not present for discussion and abstained. There were no nays. The motion passed.
- After brief discussion, Brent Harness made a motion to approve \$2,500 for the Southwest Reining Horse Association Futurity and Show at Hardy Murphy Coliseum October 14 -24, 2021, Jadean Fackrell seconded. Tammy Bobst, Dawnia Cravatt, Jadean Fackrell, Brent Harness, Tim Longest, and Chris Peters voted aye. Jeff Storms was not present for discussion and abstained. There were no nays. The motion passed. The Board expressed interest in hosting an appreciation event for those involved in the Southwest Reining Show.
- Brent Harness made a motion to table the Incentive Request from the Ardmore Bands for the OU Band Exhibition Dinner (Lunch) October 8, 2021, Tammy Bobst seconded. Tammy Bobst, Dawnia Cravatt, Jadean Fackrell, Brent Harness, Chris Peters and Jeff Storms voted aye. Tim Longest was not present for the vote. There were no nays. The motion passed.

Item 7: Old Business:

- No Old Business was presented.

Item 8: Consideration and Possible Action to Enter into Executive Session for the Purpose of:

- 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) (NEW PRESIDENT/CEO)
- Brent Harness made a motion to enter into Executive Session, Jadean Fackrell seconded. Tammy Bobst, Dawnia Cravatt, Jadean Fackrell, Brent Harness, Tim Longest, Chris Peters and Jeff Storms voted aye. There were no nays. The motion passed. Executive Session began at 8:55 am.

Item 9: Consideration and Possible Action to Reconvene Into Regular Session.

- Brent Harness made a motion to reconvene into Regular Session, Tammy Bobst seconded. Tammy Bobst, Dawnia Cravatt, Jadean Fackrell, Brent Harness, Tim Longest, Chris Peters and Jeff Storms voted aye. There were no nays. The motion passed. Regular Session reconvened at 9:06 a.m.

Item 10: Consideration and Possible Action to Approve the Employment of William E. Murphy as President/CEO of the Ardmore Tourism Authority January 1, 2022.

- Mita Bates called out a scrivener's error in William P. Murphy's middle initial in Item 10 of the Agenda.
- Tim Longest made a motion to approve the employment of William P. Murphy as President/CEO of the Ardmore Tourism Authority January 1, 2022, Brent Harness seconded. Tammy Bobst, Dawnia Cravatt, Jadean Fackrell, Brent Harness, Tim Longest, Chris Peters and Jeff Storms voted aye. There were no nays. The motion passed.

Tim Longest left the Meeting at 9:08 a.m.

Item 11: Convention Center Report:

- **Marketing Activities** – Marthanna Donald is working to update the Ardmore Visitor's Guide. In the meantime, current brochures are being reprinted for distribution through the Oklahoma Tourism and Recreation Dept. ATA is currently running ads in OTRD's Fall Foliage Guide and Fishing Guide and in the next editions of the Food Guide and the Motorcycle Guide. ATA is coordinating with AMSA, Create Ardmore and the City on an interactive map of Ardmore. The Board expressed interest in ATA owning the map and including a QR Code, so the team will move in that direction.

Dawnia Cravatt left the Meeting at 9:13 a.m.

- **Hardy Murphy Coliseum** – Jeff Storms reported that 2,000 teams participated in the James Watson Team Roping event at the HMC the Sept. 18-19 weekend. The Revenge of the Bulls event brought in 3,000-3,500 people last weekend as well. Ardmore Barrell Racing Futurity ran Sept. 22-26. The
- **Ardmore Main Street Authority** – Mita Bates shared that there is a certain degree of uncertainty as it relates to AMSA. Job descriptions for Main Street's General Manager and the Director of Marketing were included in the packet for the September 23 AMSA Board Meeting. Marthanna Donald attends Board Meetings as Ex-Officio and will share any updates with the ATA Board.
- **The Goddard Center** – No Report was given.
- **Create Ardmore** – Marthanna Donald shared that CA is holding the Scarecrow Contest again this year and installation ends Sept. 26; the Scarecrows will be on display through October. Murals are still planned and in the works for Eastside Renaissance, Family Shelter, etc. The 'Picture My Future' banner project is currently on hold as they search for a suitable, cost-effective method for installing the banners without damaging the buildings.

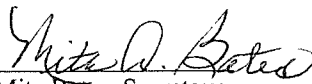
Item 12: Convention Center Report:

- Barbara Selby updated that the Center continues to receive inquiries about holding events. The Center welcomes a two-week education event and Monkey Business Consignment event 9/27 week. The team continues sanitization protocols.

Item 13: There being no further business, Tammy Bobst motioned to adjourn, Chris Peters seconded. Tammy Bobst, Jadean Fackrell, Brent Harness, Chris Peters and Jeff Storms voted aye. Dawnia Cravatt and Tim Longest were not present for the vote. There were no nays. The motion passed.

The meeting adjourned 9:25 a.m.

Respectfully submitted;


Mita Bates, Secretary