

ARDMORE TOURISM AUTHORITY
BOARD OF TRUSTEES
MINUTES OF REGULAR MEETING

April 22, 2021
Location: Ardmore Convention Center & Via: ZOOM
8:15 a.m.

TRUSTEES PRESENT: Ken Bohannon, Julie Brady, Dawnia Cravatt, Jeff DiMiceli, Jadean Fackrell, Annie Harlow, Brent Harness, Chris Peters, Jeff Storms

EX-OFFICIO:

ABSENT: Tammy Bobst, Julie Brady, Tim Longest

STAFF: Mita Bates, 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 8:19 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 March 25, 2021 in person at the ACC.

- Chris Peters motioned to approve the minutes of the March 25, 2021 meeting, Jeff DiMiceli seconded. A roll call vote was taken and the motion was carried by all board members.

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

- Ken Bohannon motioned for the report to be approved, Chris Peters seconded. A roll call vote was taken and the motion was carried by all board members.

Item 5: Consideration and Possible Action to Elect an Individual as Treasurer for the ATA.

- Ken Bohannon volunteered to serve as Treasurer. The Board will discuss and take possible action at the next regular meeting.

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

- After brief discussion, Brent Harness made a motion to approve \$10,000 (\$2,500/weekend for 4 weekends) for the 2021 OK-TX Shootout at Regional Park April 16-18, April 23-25, April 30-May 2, and June 4-6, 2021, Chris Peters seconded. A Roll Call vote was taken and the motion passed unanimously.
- After brief discussion, Brent Harness made a motion to approve \$1,000 for the Oklahoma Showdown, an age 40+ softball tournament, be held May 15-16, 2021 at Regional Park, Ken Bohannon seconded. A Roll Call vote was taken and the motion passed unanimously.

Item 7: Old Business:

- Brent Harness inquired about the status of the city wayfinding signs purchased and developed by the ATA in 2019 to be installed by the City of Ardmore. Mita Bates reported that the signs will be installed in phases and that at the April 2021 City Commission meeting, the City accepted a bid to install seven signs in the coming months.

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 March 2021, 1000 Ardmore Visitor's Guide were distributed to all 50 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.
- **Hardy Murphy Coliseum** – HMC is staying busy. FCA 15 Roping April 23-24, following the cancellation of the horse sale. The Coliseum is booked through November with the only non-confirmed weekend coming in July. Management is getting bids on renovations to the roof, wings, etc. and damage from the February snowstorm.
- **Ardmore Main Street Authority** – Dulcé, the new organic bakery downtown, opened in early April and is adding to their menu. The Black Mesa Tap Room is opening the April 23/24 weekend. Construction delays have pushed back the opening of Sunset Grill but they hope to open mid-May. SG already has their head chef on board and have hired a chef/manager for the front of house. 'Taste of Ardmore' has been delayed until Fall '21.
- **The Goddard Center** – Ken Bohannon reported that the Elementary All-School Show is in the galleries now, which will be followed by the annual juried show. Art from the Quinton Little Building will be on display and be sold through the GC. A taped performance of 'Porgy & Bess' will be shown the weekend of April 23. The Quebe Sisters performance will be April 30 and 'Broadway's Next Hit Musical', an impromptu unscripted show (a la 'Whose Line is it Anyway') will close out the season May 20. Juneteenth Paint-A-Pot will be June 19 to celebrate Juneteenth. Summer Art Classes will begin in June and the 2-week Kids Art Camp is scheduled to begin July 12 and July 19 (\$130 fee for first week or \$230 for both weeks). The public phase of the Goddard Center's Capital Campaign will begin Sept. 10.

- **Create Ardmore** – Marthanna Donald shared that Oklahoma Visual Arts Coalition (OVAC) has been invited to participate in *The Andy Warhol Foundation for the Visual Arts* grant program which will fund 12 artistic projects throughout the state, especially in artistically underserved areas such as south central Oklahoma, through \$5,000 THRIVE grants – one cycle/year for 10 years. Local Artists are encouraged to look into this program. The owner of the former Humpty Dumpty grocery store is planning to sponsor a mural on the east side of that building; plans for a mural at HFV Wilson center will not move forward at this time. Painting of more fire hydrants is planned and planning of ‘Picture My Future’, an installation of banners of photos taken by school-age children affixed to buildings downtown, is progressing.
- Mita Bates shared that the groundbreaking for the new Murray Harbor Marina is May 17.
- Mita Bates updated the Board on current legislative issues. These bills must be heard by both chambers or they will die.
 - o SB 608 – Film Rebate Program Bill: Filmed in Oklahoma Act of 2021 sets the rebate amount of production expenditures, increasing it if certain requirements are met, and extends the current sunset eight years to July 1, 2035. The bill passed the Senate then passed the House with edits and was sent back to the Senate.
 - o SB 2 – Addresses transgender athletes in amateur athletics. The NCAA adopted guidelines 10 years ago and OSSAA adopted the NCAA guidelines five years ago. In this time the NCAA has had three athletes apply and the OSSAA has had four athletes apply. If passed, this will have great economic impact on the State as events (e.g. college world series, concerts) will withdraw from the state or avoid scheduling here.

Item 9: Convention Center Report:

- Barbara Selby reported that inquiry calls have increased. Events are returning and numbers are beginning to look like 2019 again. April had 7 days with no events and May currently has only 11 days with no events.

Item 10: There being no further business, Brent Harness motioned to adjourn, Chris Peters seconded. A Roll Call vote was taken and the motion passed unanimously. The meeting adjourned 9:07 a.m.

Respectfully submitted;


Mita Bates, Secretary