

ARDMORE TOURISM AUTHORITY
BOARD OF TRUSTEES
MINUTES OF REGULAR MEETING

December 9, 2021
Location: Ardmore Convention Center
8:15 a.m.

TRUSTEES PRESENT: Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jadean Fackrell, Annie Harlow, Tim Longest
EX-OFFICIO: Sandy Doughty
ABSENT: Chris Peters, Jeff Storms
STAFF: Mita Bates, Bill Murphy, Marthanna Donald, Taylor Steele

Item 1: Call to Order: Roll was called and quorum declared; Chairperson Jeff Storms called the meeting to order at 8:17 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.

Annie Harlow joined the meeting at 8:19 a.m.

Item 3: Consider and Take Possible Action to Approve the Minutes of the regular meeting on October 21, 2021 (Scrivener's error: should read October 28, 2021) and Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting.

- Tammy Bobst motioned to approve the minutes of the October 21, 2021 (Scrivener's error: should read October 28, 2021) regular meeting, Julie Brady seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jadean Fackrell, Annie Harlow, and Tim Longest voted aye. There were no nays. The motion passed.

Item 4: Consideration and Possible Action for Acceptance of Treasurer's Report – October & November 2021.

- Tim Longest motioned the October & November 2021 Treasurer's Report be accepted, Jadean Fackrell seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jadean Fackrell, Annie Harlow, and Tim Longest voted aye. There were no nays. The motion passed.

Item 5: Nominating Committee Report:
Trustee Recommendation

- Four ATA Board seats are open. The Nominating Committee recommended the following individuals for appointment: Steven Harris to fill the open 3-year term, Ken Bohannon to second 3-year term, and Mitesh Patel to the seat held by Dawnia Cravatt after her first 3-year term. The Committee did not recommend a nominee for the 1-year unexpired term.

Slate of Officers

- The Nominating Committee recommended the following slate of Officers: Jeff Storms as Chair, Tammy Bobst as Vice-Chair, and Ken Bohannon as Treasurer.

Item 6: Consideration and Possible Action to Approve the Recommendations of Individuals to Serve Three-Year Terms Beginning January 2022.

- Tim Longest motioned to accept Nominating Committee's recommendations of Steven Harris, Ken Bohannon and Mitesh Patel to serve three-year terms beginning January 2022, Jadean Fackrell seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jadean Fackrell, Annie Harlow, and Tim Longest voted aye. There were no nays. The motion passed.

Item 7: Consideration and Possible Action to Elect Officers for 2022.

- Annie Harlow motioned to elect the slate of Officers - Jeff Storms, Tammy Bobst, and Ken Bohannon, Julie Brady seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jadean Fackrell, Annie Harlow, and Tim Longest voted aye. There were no nays. The motion passed.

Item 8: Consideration and Possible Action to Approve Incentive Requests and Approval or 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 9: Consideration and Possible Action to Enter into Executive Session for the Purpose of:

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

Item 10: Consideration and Possible Action to Reconvene Into Regular Session.

- Tammy Bobst made a motion to enter into Executive Session, Jadean Fackrell seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jadean Fackrell, Annie Harlow, and Tim Longest voted aye. There were no nays. The motion passed. Regular Session reconvened at 8:58 a.m.

Item 11: Consideration and Possible Action to Appoint Marthanna Donald as Vice President and Assistant Secretary of the Ardmore Tourism Authority.

- Tim Longest made a motion to appoint Marthanna Donald as Vice President and Assistant Secretary of the Ardmore Tourism Authority, Julie Brady seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jadean Fackrell, Annie Harlow, and Tim Longest voted aye. There were no nays. The motion passed.

Item 12: Consideration and possible action to approve the performance evaluation of the President and CEO.

- Jadean Fackrell made a motion to provide Mita Bates a bonus of 40% of her total ATA salary (equaling \$4,800), Julie Brady seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jadean Fackrell, Annie Harlow, and Tim Longest voted aye. There were no nays. The motion passed.

Item 13: Old Business

Consideration and possible action to adjust funding for Ardmore Main Street Authority.

- The Board discussed clarifying ATA's initial commitment to Main Street, the commitment that funding was for operations only, and the indenture guideline that voting rights lie only with the AMSA Executive Director.
- Jadean Fackrell then made a motion to table this item until January 2022 as per the original August 2021 budget discussion, Tammy Bobst seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jadean Fackrell, Annie Harlow, and Tim Longest voted aye. There were no nays. The motion passed.

Item 14: Updates:

- **Marketing Activities** – Marthanna Donald announced the ACC was selected to host Oklahoma Recreation and Parks Society's (ORPS) Annual Conference in Nov. 2023. The ATA team is scheduled to attend the American Bus Association event in Grapevine, TX in January 2022 to promote Ardmore as a tour stop. The team continues to pursue event RFPs to respond to and update of the Visitor's Guide is in process. Updating of the ACC and Explore Ardmore websites and social media, and development of the interactive visitor map will ramp up in 2022. The team is considering proceeding with the Festival – tentatively Jazz, Blues, & Brews – originally planned for Summer 2020.
- **Hardy Murphy Coliseum** – No report was given.
- **Ardmore Main Street Authority** – No report was given.
- **The Goddard Center** – Ken Bohannon mentioned ALT's current show 'ELF' will show through the weekend with Euridice playing Tuesday. The GC's holiday show is "Bach to the Future" December 17 and the Center will present a taping of the Bolshoi Ballet's 'The Nutcracker' December 19. Cirque de Soleil artists are scheduled for January 2022. The Capital Campaign, which kicked off Sept. 10, is ongoing.
- **Create Ardmore** – Marthanna Donald shared that CA Street Art Video is out and will be posted to ATA sites and socials. Create Ardmore still has books available and invites anyone interested in working with their Board to reach out.

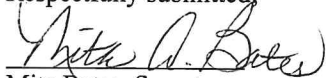
Item 13: Convention Center Report:

- Taylor Steele shared that the ACC is scheduled to host 13 events this month while December 2020 had five events; January's slate is on par with last January at 12 events, February has eight total open dates with only nine open dates in April. She is working with Brandi Edmonds at the Holiday Inn about securing some of the events that are too large for HI. She is working on the Center's digital to scale layout capability, and she and Marthanna are working with Tammy Bobst on ABLE licensing and establishing guidelines for alcohol use. Taylor is pricing three different regional conferences that approached the ACC about moving their event to Ardmore.

Mita Bates took a point of privilege and shared with the Board her immense honor and pleasure to have served the ATA and Ardmore community as President as she prepares to retire at the end of this month.

Item 14: There being no further business, Jadean Fackrell motioned to adjourn, Tammy Bobst seconded. Tammy Bobst, Ken Bohannon, Julie Brady, Dawnia Cravatt, Jadean Fackrell, Annie Harlow, and Tim Longest voted aye. There were no nays. The motion passed. The meeting adjourned 9:31 a.m.

Respectfully submitted;


Mita Bates, Secretary