



**AGENDA  
REGULAR MEETING  
ARDMORE TOURISM AUTHORITY  
THURSDAY, DECEMBER 15, 2016  
ARDMORE CONVENTION CENTER  
2401 NORTH ROCKFORD ROAD – ARDMORE, OK.  
8:00 AM**

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| 1. | CALL TO ORDER  | Kevin Butler                   |
| 2. | CONFIRMATION OF COMPLIANCE WITH OPEN MEETINGS ACT  | Kevin Butler                   |
| 3. | CONSIDERATION AND POSSIBLE ACTION FOR ACCEPTANCE<br>OF THE MINUTES OF THE REGULAR MEETING OCTOBER 27, 2016 | Kevin Butler                   |
| 3. | CONSIDERATION AND POSSIBLE ACTION FOR ACCEPTANCE OF<br>TREASURER'S REPORT                                  | Judi Elmore                    |
| 4. | CONSIDERATION AND POSSIBLE ACTION TO APPOINT BOARD<br>AND OFFICER NOMINATING COMMITTEE                     | Kevin Butler                   |
| 5. | CONSIDERATION AND POSSIBLE ACTION TO APPROVE<br>INCENTIVE REQUESTS   | Mita Bates                     |
| 6. | UPDATE ON BRANDING INITIATIVE  | Mita Bates/<br>Tyler Young     |
| 7. | MARKETING UPDATE   | Tyler Young                    |
| 8. | CONVENTION CENTER REPORT   | Kacie Wilson/<br>Barbara Selby |
| 9. | ADJOURNMENT  | Kevin Butler                   |

Agenda posted  
Ardmore Convention Center, Ardmore City Hall, website

December 13, 2016 3:00 pm

ARDMORE TOURISM AUTHORITY  
BOARD OF TRUSTEES  
BOARD MINUTES

October 27th, 2016  
Ardmore Convention Center  
8:00 a.m.

TRUSTEES PRESENT: Kevin Butler, Judi Elmore, Jeff DiMiceli, Julie Brady, Samantha Crook, Bob Humphrey  
ABSENT: Mitesh Patel, James Thompson, Vicki Gelona, Ken Campbell, Jeff Storms, Samantha Norton  
STAFF: Mita Bates, Tyler Young, Barbara Selby, Kacie Wilson

Item 1: Call to Order: Chairman Kevin Butler called the meeting to order at 8:12 am.

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

- Mita Bates informed the board that the agenda had been posted on time and appropriately, therefore this meeting was in accordance with the Open Meetings Act.

Item 3: Consider and Take Possible Action to Approve the Minutes of the July 28<sup>th</sup>, 2016 Regular Meeting and the August 25<sup>th</sup> Special Meeting:

- Judi Elmore moved to approve the Minutes of the July 28<sup>th</sup>, 2016 meeting, Bob Humphrey seconded; the motion passed unanimously.

Item 4: Consider and Take Possible Action for Acceptance of Treasurer's Report:

- Judi Elmore presented the August 2016 Treasurer's Report. Bob Humphrey moved to approve the August 2016 Treasurer's Report as presented, Samantha Crook seconded; the motion passed unanimously.
- Judi Elmore presented the September 2016 Treasurer's Report. Bob Humphrey moved to approve the September 2016 Treasurer's Report as presented, Julie Brady seconded; the motion passed unanimously.

Item 5: Consideration and Take Possible Action to Engage Rahhal, Henderson and Johnson, PLLC to Perform the FY 2016 Audit:

- Bob Humphrey moved to engage Rahhal, Henderson and Johnson, PLLC to perform the FY 2016 audit, Samantha Crook seconded; the motion passed unanimously.

Item 6: Consider and Take Possible Action to Approve Incentive Requests:

- 2016 Ardmore Barrel Futurity: Bob Humphrey moved to approve a \$1,500 incentive for the 2016 Ardmore Barrel Futurity, Judi Elmore seconded; the motion passed unanimously.

Item 7: Update on Branding Initiative:

- Tyler Young and Mita Bates were pleased to inform the board of the success of the video shoot with Cubic in early September and anticipated the final draft soon. Tyler also noted that work had begun with Cubic's design team on a number of new ad designs for 2017 publications.

Item 8: Marketing Update:

- Tyler Young reported back from the HOG rally in September. He received an excellent response to the news Ardmore would host the 2017 HOG Rally. He also noted the excellent professional development provided by the OTIA Conference on Tourism. Tyler has been working on securing a number of advertisement placements for 2017. Work is beginning for the American Bus Association's Marketplace in January.

Item 9: Convention Center Report:

- Barbara Selby provided an overview of August and September's events as well as the completion of the storage building. She also previewed a number of upcoming events including the Fall Festival and numerous Christmas parties.

Item 10: Adjournment:

- There being no further business, Bob Humphrey moved to adjourn, Judi Elmore seconded; the motion passed unanimously. The meeting adjourned at 8:50 am.

Respectfully submitted,



Mita Bates, Secretary



## McGUIRE & COMPANY, P.C.

Business Consultants and  
Certified Public Accountants

P.O. Box 1605  
Ardmore, Oklahoma 73402-1605

(580) 223-8438  
FAX (580) 223-8602

Board of Trustees  
Ardmore Tourism Authority  
Ardmore, Oklahoma 73401

Management is responsible for the accompanying financial statements of the Ardmore Tourism Authority, a component unit of the city of Ardmore, which comprise the statement of assets, liabilities and equity-modified cash basis as of **October 31, 2016** and the related statement of income and expense-modified cash basis, and schedule of comparison of actual to budget-modified cash basis, for the one month and four months then ended, and the accompanying supplementary information-modified cash basis, contained in the schedule of Ardmore Convention Center Operating Statement for the month then ended, and for determining that the modified cash basis of accounting is an acceptable financial reporting framework. We have performed a compilation engagement in accordance with the Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. **We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.**

The financial statements are prepared in accordance with the modified cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America. During our compilation, we did become aware of departures from the modified cash basis of accounting that are described in the following paragraph.

Management of the Ardmore Tourism Authority has not implemented the provisions of Governmental Accounting Standards Board Statement No. 34, Basic Financial Statements for State and Local Governments, relating to its monthly presentation of financial statements of governmental organizations. In addition, no provision for depreciation expense has been included in the financial statements. The effect of these departures from the modified cash basis of accounting on the accompanying financial statements has not been determined.

Management has elected to omit substantially all of the disclosures ordinarily included in financial statements prepared in accordance with the modified cash basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Authority's assets, liabilities, net assets, revenues and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

The information included in the accompanying schedules is presented only for the purpose of additional analysis and is not a required part of the basic financial statements. This information is the representation of management. The information was subject to our compilation engagement, however, we have not audited or reviewed the information, and, accordingly, do not express an opinion, a conclusion, nor provide any assurance on such information.

We are not independent with respect to the Ardmore Tourism Authority.

  
McGUIRE & COMPANY, P. C.  
Certified Public Accountants

Ardmore, Oklahoma  
December 8, 2016