

ARDMORE TOURISM AUTHORITY
BOARD OF TRUSTEES
AMENDED MINUTES OF REGULAR MEETING

January 26, 2023
Location: Ardmore Convention Center
8:15 a.m.

TRUSTEES PRESENT: Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Annie Harlow, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, Jeff Storms
EX-OFFICIO: Sandy Doughty
ABSENT: Jenny Trett
STAFF: Bill Murphy, Marthanna Donald, Taylor Steele
GUEST(S):

Item 1: Call to Order: Roll was called and quorum declared; Chair Jeff Storms called the meeting to order at 8:18 a.m.

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

- Bill Murphy informed the Chair that the Agenda of the Regular 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 24 hours prior to the meeting.

Item 3: Consideration and Possible Action to Approve Minutes of the Meeting on December 8, 2022 and Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting.

- After review, Ken Bohannon motioned to approve the minutes of the December 8, 2022 Meeting, Kelly Bell seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.

Jadean Fackrell joined the meeting at 8:21 a.m.

Item 4: Consideration and Possible Action for Acceptance of Treasurer's Report – November 2022 and December 2022

Annie Harlow joined the meeting at 8:31 a.m.

- After review, Steven Harris motioned the November 2022 and December 2022 Treasurer's Report be accepted, Tammy Bobst seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, and Jeff Storms voted aye. Annie Harlow abstained. There were no nays. The motion passed.

Item 5: Consideration and Possible Action to Approve the Recommendation of Individuals to Serve Three-Year Terms Beginning February 2023.

- After a report by the Nominating Committee, Tammy Bobst motioned to approve Annie Harlow, Tim Longest, and Jenny Trett to serve three-year terms on the ATA Board beginning February 2023. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Annie Harlow, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.

Item 6: Consideration and Possible Action to Approve the 2023 Slate of Officers and the Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting.

- After discussion, Jadean Fackrell motioned to approve Jeff Storms as Chair, Tammy Bobst as Vice-Chair, and Ken Bohannon as Treasurer, Steven Harris seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Annie Harlow, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.

Item 7: Consideration and Possible Action to Approve Authorized Signors for 2023 and the Approval or Rejection of any Amendments Proposed and Considered by the Board of Trustees at the Meeting.

- After discussion, Steven Harris motioned to approve Bill Murphy, Jeff Storms, Tammy Bobst, and Ken Bohannon, as Authorized Signors for 2023, Jadean Fackrell seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Annie Harlow, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.

Item 8: Consideration and Possible Action to Approve a Memorandum of Understanding (MOU) Between the Ardmore Tourism Authority and the City of Ardmore with Respect to the Ownership, Maintenance, and Fiscal Responsibility Regarding the Wayfiding Signs in the City and Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting.

- After discussion, Steven Harris motioned to approve a Memorandum of Understanding (MOU) Between the Ardmore Tourism Authority and the City of Ardmore with Respect to the Ownership, Maintenance, and Fiscal Responsibility Regarding the Wayfiding Signs in the City, Jadean Fackrell seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Annie Harlow, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.

- Item 9: Consideration and Possible Action to Approve Incentive Request (Request for Assistance) from Arbuckle Mountain Futurity and Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting.
- After discussion, Steven Harris motioned to approve Incentive Request (Request for Assistance) for \$2,500 from Arbuckle Mountain Futurity, Tammy Bobst seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Annie Harlow, Steven Harris, Tim Longest, Mitesh Patel, and Chris Peters voted aye. Jeff Storms abstained. There were no nays. The motion passed.
- Item 10: 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 25 O.S. §307B (1). (President & CEO Performance Contract)
 - Ken Bohannon motioned to enter into Executive Session, Annie Harlow seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Annie Harlow, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.
 - Executive Session began at 8:48 a.m.
- Item 11: Consideration and Possible Action to Reconvene Into Regular Session
- Annie Harlow motioned to reconvene into regular session, Jadean Fackrell seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Annie Harlow, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.
 - The Board reconvened into Regular Session at 9:13 a.m.
- Item 12: Consideration and Possible Action to Approve the Contract for the President & CEO
- After discussion, Ken Bohannon motioned to approve the contract for the President & CEO, Jadean Fackrell seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Annie Harlow, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.
- Bill Murphy presented as standard operating procedure, and after consultation with counsel, the preference for the Board of Trustees to vote to leave Executive Session and Reconvene into Regular Session.
- Item 13: Old Business
- No Old Business was presented or discussed.
- Item 14: New Business: (As Defined by the Oklahoma Open Meeting Act 25 O.S. § 311 A (9) As “Matters Not Known About or About Which Could Not Have Reasonable Been Foreseen Prior to the Time of Posting of the Agenda”
- No New Business was presented or discussed.
- Item 15: Updates:
- **Marketing Activities** – Marthanna Donald shared that she is planning to attend the American Bus Association (ABA) Marketplace event in Detroit, Feb 4-8. Conversion of the ExploreArdmore and Convention Center websites to WordPress from Javelin is underway as are the development of the ‘Community Guide’, anticipated for May 1, and other marketing material.
 - Bill Murphy provided a synopsis of the Strategic Planning meeting and direction from the attendees that marketing of Ardmore/tourism is weak and a desire to positively exploit local tourism assets, the Hardy Murphy Coliseum and the Convention Center.
 - **Hardy Murphy Coliseum** – Jeff Storms updated that HMC is busy, with a full calendar and only one open weekend (July), and ahead of where they were last year (their best year). The KR Winter Slide is currently at that Coliseum and they are preparing for the Arbuckle Futurity. Jeff is attending the League of Ag & Equine Centers in Ocala, FL. Upgrades to the facilities continue.
- Steven Harris left the meeting at 9:31 am.
- **The Goddard Center** – Ken Bohannon shared that the Goddard team has moved into the newly named Merrick Arts Studios Building and is awaiting Certificate of Occupancy inspection. Sugar Free All-Stars will be at Plainview Schools (free concert for 350 students) Jan. 27, and Al Bostic will be doing an outreach at Lincoln School Feb. 24 in honor of Black History Month. Art Classes begin 1/30 week. The Metropolitan Opera series has moved to the Bradshaw Center while the main building is under renovation.
 - **Ardmore Main Street Authority** – Kelly Bell updated that for Depot District Date Night they are doing a Basket Giveaway. ‘Dinner, Dancing, and Donating at the Depot’ pasta fundraiser is scheduled for April and a Pecan Festival will be held Nov. 5. The Depot is under renovation and will be available for rent mid-February. The winner of the Car Drawing sold the car back for \$1 and that car will be given to someone in need of a vehicle.

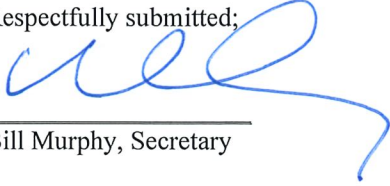
- **Create Ardmore** – Marthanna Donald shared that 1.5 sides of the Chickasaw Warrior on the Bluebonnet Milling silos is complete. CA has new officers: Julie Longest as Chair, Sally Parker as Vice-Chair, and Kati Cain as Secretary, while still looking for a Treasurer. The 'Picture My Future' banners are in and will be up Spring '23. HVF Wilson Mural project has moved to later this Spring. And a local group is looking to do a 'Shakespeare in the Park'-type of event.

Item 16: Convention Center Report:

- Bill Murphy announced that this meeting is Taylor Steele's last and offered appreciation for her work.
- Taylor Steele shared that the ACC hosted 11 events in January with 10 on the book for February and 13 events in March. Year over year, 2021 over 2022 saw a 164% increase in revenue due attributed to correct billing, on-time billing, and the August '22 rate increase. Building maintenance and upgrades.
- Marthanna Donald stated that a new maintenance staff member is joining full-time Feb. 8. The parking lot lighting project was completed by Ramsey Ward, and the Board will be updated with a list of building renovations with costs in the coming weeks.

Item 17: There being no further business, Tammy Bobst motioned to adjourn, Mitesh Patel seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Annie Harlow, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed and the meeting adjourned at 9:45 a.m.

Respectfully submitted;



Bill Murphy, Secretary