

ARDMORE TOURISM AUTHORITY  
BOARD OF TRUSTEES  
MINUTES OF REGULAR MEETING

February 23, 2023  
Location: Ardmore Convention Center  
8:15 a.m.

TRUSTEES PRESENT: Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, Jenny Trett

EX-OFFICIO:

ABSENT: Annie Harlow, Jeff Storms

STAFF: Bill Murphy, Marthanna Donald

GUEST(S): Brandi Edmonds, Michael Pineda, D. Allen Wint

Item 1: Call to Order: Roll was called and quorum declared; Vice-Chair Tammy Bobst called the meeting to order at 8:16 a.m.

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

- Bill Murphy informed the Vice-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 January 26, 2023 and Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting.

- After review, Tim Longest motioned to approve the minutes of the January 26, 2023 meeting, Jadean Fackrell seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Steven Harris, Tim Longest, Mitesh Patel, and Chris Peters voted aye. Jenny Trett abstained. There were no nays. The motion passed.

Item 4: Consideration and Possible Action for Acceptance of Treasurer's Report – January 2023

- After review, Jadean Fackrell motioned the January 2023 Treasurer's Report be accepted, Jenny Trett seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, and Jenny Trett voted aye. There were no nays. The motion passed.

Item 5: Consideration and Possible Action to Approve Incentive Request (Request for Assistance) from Ardmore Athletic Department-Track & Field for Class 3A/4A State Track Meet and Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting.

- After discussion, Chris Peters motioned to approve an Incentive Request (Request for Assistance) in the amount of \$2,500 from Ardmore Athletic Department-Track & Field for Class 3A/4A State Track Meet to be held May 5-6, 2023 at Noble Stadium, Jenny Trett seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, and Jenny Trett voted aye. There were no nays. The motion passed.

Item 6: Consideration and Possible Action to Approve Incentive Request (Request for Assistance) from UNT Women's Golf for The Bruzzy Golf Tournament and Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting.

- After discussion, Tim Longest motioned to approve an Incentive Request (Request for Assistance) in the amount of \$2,500 for 'The Bruzzy' to be held March 31-April 2 at Dornick Hills Country Club, Jenny Trett seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, and Jenny Trett voted aye. There were no nays. The motion passed.

Item 7: Consideration and Possible Action to Approve Incentive Request (Request for Assistance) from Oklahoma High School Rodeo Association for Spring Break Bash 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 an Incentive Request (Request for Assistance) in the amount of \$1,500 for the Oklahoma High School Rodeo Association for Spring Break Bash to be held March 17-19, 2023 at Hardy Murphy Coliseum, Ken Bohannon seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, and Jenny Trett voted aye. There were no nays. The motion passed.

Item 8: Old Business

- No Old Business was presented or discussed.

Item 9: 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 10: Updates:

- **Marketing Activities** – Marthanna Donald shared that she attended the American Bus Association (ABA) Marketplace event in Detroit, Feb 4-8 and talked with tour and bus operators about the benefits to planning tour or rest stops in Ardmore. Conversion of the ExploreArdmore.com and Convention Center websites continues as does the development

- of the 'Community Guide', Convention Center rack card, and other marketing material. ATA, ADA, and Chamber will jointly advertise in Texas Rangers, Dallas Cowboys, and Dallas Mavericks programs in 2023/2024.
- Bill Murphy shared that he and Marthanna Donald will join other Oklahoma tourism professionals at the US Travel Day at the Capitol in Washington DC in April.
  - **Hardy Murphy Coliseum** – No report for HMC was provided.
  - **The Goddard Center** – Ken Bohannon shared the Goddard's Spring concert schedule: Al Bostick (Feb. 24) at First Methodist Church, Tracy Silverman (3/31), Travis Linville (4/21), and Jennings & Keller (6/9). Art Classes are ongoing in the Merrick Art Studios Building. GC offices have also moved to the Merrick building. GC Art is currently on display at the Lake Murray Lodge. ALT's 'Buttermilk Conspiracy' is being performed at the Depot.
  - **Ardmore Main Street Authority** – Kelly Bell shared that 'Dinner, Dancing, and Donating at the Depot' pasta fundraiser is scheduled for April with music provided by Keith Troop and Keith Crites. The Healthy Living Extravaganza in coordination with TSET, Mercy, YMCA, etc. will be held at Depot Park. Depot Days will be held in June in collaboration with Ardmore's birthday. The Pecan Festival will be held Oct. 28. The ATA Board expressed interest in touring the Depot after renovations.
  - **Create Ardmore** – Marthanna Donald shared that the bottlecap project is underway and designed by art students at the HFV Wilson Community Center. The piece will be of a scissortail flycatcher. 'Picture My Future' banners are in and will be installed this Spring. HVF Wilson Mural project is in the planning stages and a mural at the Goddard Center is a future possibility. The Chickasaw Warrior on the Bluebonnet Milling silos is almost complete and will become part of tourism material.

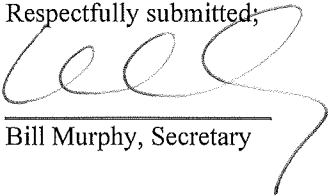
Tim Longest left the meeting.

Item 11: Convention Center Report:

- Marthanna Donald stated the previous Friday was GM Taylor Steele's last day and that a committee comprised of Tammy Bobst, Jadean Fackrell, and Jeff Storms (who all have experience with the qualifications needed in the GM role) is reviewing resumes and will interview candidates. This opening is posted to Indeed.com, ZipRecruiter.com, LinkedIn, and local staffing agencies, as well as shared with regional and state Tourism contacts.
- Marthanna Donald shared that the ACC hosted 11 events in February, 4 of which were multi-day, and has 15 events scheduled in March, one being multi-day. Repairs, replacements, and upgrades to the facility continue. Seven Law Enforcement Officers are on the rotating list of security personnel for events.

Item 12: There being no further business, Jenny Trett motioned to adjourn, Chris Peters seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, and Jenny Trett voted aye. There were no nays. The motion passed and the meeting adjourned at 9:08 a.m.

Respectfully submitted;



Bill Murphy, Secretary

ARDMORE TOURISM AUTHORITY  
BOARD OF TRUSTEES  
MINUTES OF SPECIAL MEETING

March 7, 2023  
Location: Ardmore Convention Center  
8:15 a.m.

TRUSTEES PRESENT: Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, Jeff Storms

EX-OFFICIO:

ABSENT: Annie Harlow, Jenny Trett

STAFF: Bill Murphy, Marthanna Donald

GUEST(S):

Item 1: Call to Order: Roll was called and quorum declared; Chair Jeff Storms called the meeting to order at 8:15 a.m.

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

- Marthanna Donald informed the Chair that the Agenda of the Special 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: Consideration and Possible Action to Establish Limitations on Purchasing and Contracting Authority of Officers Without Specific Prior Approval of Board of Trustees and Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting.

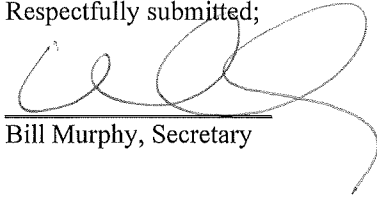
- After review, Jadean Fackrell motioned to approve the purchasing and contracting limitations of Officers without specific prior approval of Board of Trustees to \$50,000 or less, Tammy Bobst seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Steven Harris, Mitesh Patel, Chris Peters, and Jeff Storms voted aye. Tim Longest voted nay. The motion passed.

Item 4: Consideration and Possible Action to Approve a Direct Hire Fee Agreement with W3Global, Inc. Related to the Ardmore Convention Center General Manager Vacancy 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 a direct hire fee agreement with W3Global, Inc. related to the Ardmore Convention Center General Manager vacancy, Jadean Fackrell seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Steven Harris, Tim Longest, Mitesh Patel, Chris Peters, and Jeff Storms voted aye. There were no nays. The motion passed.

Item 5: There being no further business, Tammy Bobst motioned to adjourn, Kelly Bell seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, 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 8:49 a.m.

Respectfully submitted;



Bill Murphy, Secretary