

ARDMORE TOURISM AUTHORITY  
BOARD OF TRUSTEES  
MINUTES OF REGULAR MEETING

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

TRUSTEES PRESENT: Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Annie Harlow, Tim Longest, Mitesh Patel, Chris Peters, Jeff Storms, Jenny Trett

EX-OFFICIO:

ABSENT: Steven Harris

STAFF: Bill Murphy, Marthanna Donald

GUEST(S): Brandi Edmonds, Michael Pineda

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

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.

Tammy Bobst and Jadean Fackrell joined the meeting at 8:20 a.m.

Item 3: Consideration and Possible Action to Approve Amended Minutes of the Regular 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 amended minutes of the January 26, 2023 regular meeting, Kelly Bell seconded. Kelly Bell, Ken Bohannon, Jadean Fackrell, Tim Longest, Mitesh Patel, Chris Peters, and Jeff Storms voted aye. Tammy Bobst and Jenny Trett abstained. There were no nays. The motion passed.

Annie Harlow joined the meeting at 8:21 a.m.

Item 4: Consideration and Possible Action to Approve Minutes of the Regular Meeting on February 23, 2023 and the Special Meeting on March 7, 2023 and Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting.

- After review, Tammy Bobst motioned to approve the minutes of the regular meeting on January 26, 2023 and the special meeting on March 7, 2023, Mitesh Patel seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Annie Harlow, Tim Longest, Mitesh Patel, Chris Peters, and Jeff Storms voted aye. Jenny Trett abstained. There were no nays. The motion passed.

Item 5: Consideration and Possible Action for Acceptance of Treasurer's Report – February 2023.

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

Item 6: 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 Wayfinding Signs in the City for a Period of Five (5) Years and the Approval or Rejection of any Amendments Proposed and Considered by the Board of Trustees at the Meeting.

- When put before the Ardmore City Commission for approval, the Commission requested a time period be put on each entity to budget \$5,000 annually for maintenance. The City and ATA agreed to add a five-year (5-year) limitation.
- After discussion, Annie Harlow motioned to accept the 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 wayfinding signs in the City for a period of five (5) years, Jadean Fackrell seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Annie Harlow, Tim Longest, Mitesh Patel, Chris Peters, Jeff Storms, and Jenny Trett voted aye. There were no nays. The motion passed.

Item 7: Old Business

- No Old Business was presented or discussed.

Item 8: 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 9: Updates:

- **Marketing Activities** – Marthanna Donald shared marketing activity continues including the website conversions, marketing material, and 'Community Guide', the Ardmore-wide quality of life guide. ATA, ADA, and Chamber will jointly advertise in Texas Rangers, Dallas Cowboys, and Dallas Mavericks programs in 2023/2024.

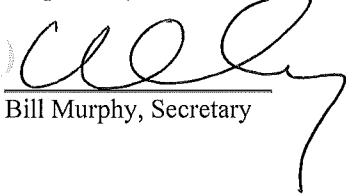
- Marthanna Donald will join other Oklahoma tourism professionals at the U.S. Travel's Day at the Capitol in Washington DC in April.
- **Hardy Murphy Coliseum** – Jeff Storms reported HMC is busy with a good show currently in house and a great turnout for the High School rodeo March 17 weekend. The Coliseum has a full calendar moving forward and is going through the bid process on a couple of projects.
- **The Goddard Center** – Ken Bohannon shared that the Met Opera will be held at the Bradshaw Event Center (former YWCA): 'Lohengrin' on March 25, 'Falstaff' on April 8, and 'Rosencavalier' on April 29. Tracy Silverman, 6-string violinist, will perform at 109 W Main (former Black Mesa Tap Room) on 3/31, Travis Linville will perform April 21, and Jennings & Keller will perform June 9. Spring Art Classes begin April 3 in the Merrick Art Studios Building. Construction is on-going.
- **Ardmore Main Street Authority** – Kelly Bell shared 'Spring Fling' will be April 22. Many updates have been made to the Depot building. The Healthy Living Extravaganza with TSET, Mercy, YMCA and other entities, and Food Truck Frenzy w live music will be held June 3 at Depot Park. 'Depot Days' will be held June 29 in collaboration with Ardmore's birthday. The Pecan Festival is scheduled for Oct. 28.
- **Create Ardmore** – Marthanna Donald did not report on Create Ardmore.

Item 11: Convention Center Report:

- Marthanna Donald shared that the ACC had a busy March with 710 HS juniors in the building for Career Day March 22, and at a few multi-event dates. The ACC has 15 events scheduled in April, with four being multi-day events. The Center is hosting a range of events including proms, student testing, fundraisers, and consignment shopping.
- The GM search is ongoing. One interview was held and we continue to accept resumes.

Item 12: There being no further business, Jenny Trett motioned to adjourn, Annie Harlow seconded. Kelly Bell, Tammy Bobst, Ken Bohannon, Jadean Fackrell, Annie Harlow, Tim Longest, Mitesh Patel, Chris Peters, Jeff Storms, and Jenny Trett voted aye. There were no nays. The motion passed and the meeting adjourned at 8:53 a.m.

Respectfully submitted;



Bill Murphy, Secretary