

ARDMORE TOURISM AUTHORITY
BOARD OF TRUSTEES
MINUTES OF SPECIAL MEETING

June 1, 2023
Location: Ardmore Convention Center
8:15 a.m.

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

Item 1: Call to Order: Chair Jeff Storms called the meeting to order at 8:15 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 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 Approve Minutes of the Regular Meeting on April 27, 2023 and Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting.

- After review, Jenny Trett motioned to approve the minutes of the April 27, 2023 regular meeting, Jadean Fackrell seconded. Kelly Bell, Ken Bohannon, Jadean Fackrell, Steven Harris, Tim Longest, Chris Peters, Jeff Storms, and Jenny Trett voted aye. There were no nays. The motion passed.

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

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

Item 5: Consideration and Possible Action to Approve an Increase in the Threshold for Second Signature on ATA Checks to \$2,500 and Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting.

- After discussion, Jadean Fackrell motioned to approve increasing the threshold for second signature on ATA checks to \$2,500, Ken Bohannon seconded. Kelly Bell, Ken Bohannon, Jadean Fackrell, Steven Harris, Tim Longest, Chris Peters, Jeff Storms, and Jenny Trett voted aye. There were no nays. The motion passed.

Item 6: Consideration and Possible Action to Approve Excluding Utility Payment Checks from the Requirement for Second Signature and Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting.

- After discussion, Jenny Trett motioned to approve excluding utility payment checks from the requirement for second signature, Jadean Fackrell seconded. Kelly Bell, Ken Bohannon, Jadean Fackrell, Steven Harris, Tim Longest, Chris Peters, Jeff Storms, 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 Southern Oklahoma Community Arts, Inc. for the Texhoma Marching and Leadership Academy 2023 and Approval or Rejection of Any Amendments Proposed and Considered by the Board of Trustees at the Meeting.

- After discussion, Jadean Fackrell motioned to approve an Incentive Request (Request for Assistance) in the amount of \$4,500 to be paid to Ardmore Convention Center for TMALA 2023 to be held July 10-13, 2023 at Ardmore Convention Center, Ken Bohannon seconded. Kelly Bell, Ken Bohannon, Jadean Fackrell, Steven Harris, Tim Longest, Chris Peters, Jeff Storms, and Jenny Trett voted aye. There were no nays. The motion passed.

Item 8: Consideration and Possible Action to Approve Incentive Request (Request for Assistance) from The NON-PRO plus Open for the NON-PRO plus The Open 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 \$5,000 to be paid to Hardy Murphy Coliseum for the NON-PRO plus The Open to be held June 8-17, 2023 at Hardy Murphy Coliseum, Chris Peters seconded. Kelly Bell, Ken Bohannon, Jadean Fackrell, Steven Harris, Tim Longest, Chris Peters, and Jenny Trett voted aye. Jeff Storms abstained. There were no nays. The motion passed.

Item 9: Old Business

- No Old Business was presented or discussed.

Item 10: 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 11: Updates:

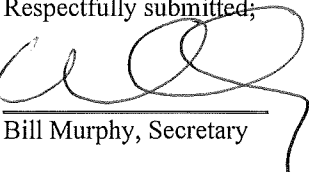
- **Marketing Activities** – Marthanna Donald shared that Management continues to pursue Conference RFP lists, gets leads through C-vent, and is taking calls and visits with conference leads inquiring into the ACC. The UNT Business School teams put together marketing plans for Ardmore and many of the suggestions in the winning submittal are already in place and just need to be updated: billboards, printed material, participation in state tourism brochure program, and websites. The ‘Community Guide’ is now in layout and design. Ardmore Development Authority is spearheading a video of Ardmore that will include tourism components that will be used to market the community. She also reminded the Board of EventsInArdmore.com, a free site to list and find events happening in Ardmore. ATA is once again bringing the Fireworks to Lake Murray on July 4. Ms. Donald also circulated ‘Thank You’ notes ATA received from Nebraska Women’s Golf and Kansas State Women’s Golf for its incentive support of ‘The Bruzzy’ collegiate golf tournament recently held at Dornick Hills.
- **Hardy Murphy Coliseum** – Jeff Storms reported HMC hosted the Barry Burk calf roping over Memorial Day and is prepping for the NON-PRO Plus the Open, with a full calendar moving forward. The bid for a new arena canopy has been awarded and that project is moving forward. Management is working with engineers on plans for the flat roofs.
- **The Goddard Center** – Ken Bohannon shared that the Goddard Center’s final event of the performance season will be Susan Herndon in concert June 10 at 109 W. Main (the former Black Mesa Tap Room). Upcoming Metropolitan Operas include Don Giovanni, Magic Flute, etc. Four-week Art Classes begin in June in the Merrick Art Studios Building and two-week Art Camp will be July 10-17. John Fulbright will kick off the 2023-2024 season August 19 at either the Washington Theater or the Westheimer PAC with the season’s events at various local venues. Construction is moving along and the Capital campaign is \$1.8M from its \$10.5M goal. Completion is anticipated to be mid-December with a Grand Opening event in mid-March or April.
- **Ardmore Main Street Authority** – Kelly Bell shared that on June 3 at Depot Park, the Healthy Living Extravaganza with TSET, Mercy, YMCA and other entities will be 9 am-Noon and feature a scavenger hunt, bounce houses, face painting, etc. Then a Food Truck Frenzy w live music will be 11 am-7 pm at Charles Smith Plaza. Depot Days and Ardmore’s birthday celebration will be July 29 and will feature an 8’ cake. Trick-or-Treat and Touch-A-Truck will be Oct. 31 and the Pecan Festival is scheduled for Nov. 11. The Parade of Lights, late evening shopping, and Christmas activities begin the end of Nov.
- **Create Ardmore** – Marthanna Donald shared that the title banner for ‘Picture My Future’ banner project is here and the next phase is the development of the attachment mechanism. The bottle caps collected were used by art students at HFV Wilson Community Center and a local church to create two door-size pieces of art that will be on public display soon. The Scarecrow contest will again be held downtown this Fall.

Item 12: Convention Center Report:

- Marthanna Donald shared that the ACC had a quiet May with a busier June expected, which includes a 4-day conference the last week. July brings the 5-day TMALA event followed by the 5-day Big Five Conference the following week. During non-event days the vinyl floors were stripped and rewaxed and IT upgrades were made which included a new firewall and new switches, with a doubling of Wi-Fi access points coming in the next few weeks. She reported that Galaxie Sign Company will be installing temporary veneer panels on the monument sign until the sign campaign begins. She also shared the ACC has an opening for Setup/Maintenance and requested referrals, and updated that resumes for the GM position are forthcoming.

Item 13: There being no further business, Jadean Fackrell motioned to adjourn, Ken Bohannon seconded. Kelly Bell, Ken Bohannon, Jadean Fackrell, Steven Harris, Tim Longest, Chris Peters, Jeff Storms, and Jenny Trett voted aye. There were no nays. The motion passed and the meeting adjourned at 8:56 a.m.

Respectfully submitted;



Bill Murphy, Secretary