

McCurtain County Tourism Authority Minutes

Tuesday, September 19, 2023 - 1:00 PM

Meeting held at Broken Bow Chamber of Commerce Board Room

Chairman Dave Smulyan called the meeting to order at 1:04 PM.

Members present: Dave Smulyan, Jerry Don Smith, Craig Young, and Teresa Mullins. **Absent Board Members:** Wenda Blankenship and Tommy Julian. Communications Specialist Laura Lester was also present. No guests attended the meeting.

Minutes: Jerry Don Smith made the motion to approve the July minutes as presented. Dave Smulyan seconded. Motion passed 2-0. Dave Smulyan, yes; Jerry Don Smith, yes; Teresa Mullins, abstained; and Tommy Julian, abstained since they were not at the last meeting.

Financial Report: Dave Smulyan presented the financial report. Taxes were higher than when we last met. Dave wanted to commend the county for being able to maintain the same numbers that were established during the peak of covid. Tourism is booming in the entire world, so for us to be able to maintain these numbers is an amazing accomplishment. With that being said Jerry Don Smith made a motion to approve the Financial Report as presented, seconded by Teresa Mullins. The motion passed unanimously 4-0. Dave Smulyan, yes; Jerry Don Smith, yes; Craig Young, yes; Teresa Mullins, yes.

Purchase Orders: Purchase Order amounts for July and August were presented and reviewed. The Wright City Rodeo Purchase Order for August had not been paid yet because we haven't received the paperwork. Jerry Don Smith, seconded by Craig Young, made a motion to approve the purchase orders as presented. Motion passed unanimously 4-0. Dave Smulyan, yes; Jerry Don Smith, yes; Craig Young, yes; Teresa Mullins, yes.

Advertising Update: Dave read the Advertising Update from Executive Director Charity O'Donnell, she was unable to attend. All social media promos and connected TV ads are running this month. AARP ads have begun. Audio streaming ads on Pandora, Spotify, and iHeart Radio have begun. Local Outdoor will be discontinued when the contract runs out, that is the MCTA Billboard leaving Hochatown. The box truck idea has been nixed because of cost. Broadcast is running. Rick Rowe with KTBS is currently in town doing a live Community Caravan broadcast to promote the area. He will be at Rogue Local Restaurant on Thursday at 11:00 AM we ask that any available board

members come be part of that. This month's local impact story is about Mountain Man Meat Market. ICG got back with Charity about the website calendar of events, questions were brought up last meeting by Wenda. The calendar was turned off because nobody would submit events. Charity asked for it to be turned back on and an inter-industry email blast be sent to try and revive it for our guests. There is a "New Additions" category on the search engine for the cabins. Charity has also gone through the website with ICG to fix any issues, cabin management company links were the main issue. Dave then moved on to the Eclipse Billboard that will be in Dallas. We received an email from the ad agency stating that we currently have this billboard scheduled for 5 weeks, costing \$41,000. But Charity and Dave started talking and requested a quote for another 5 weeks. The quote came back and it was half of the original cost, another \$20,000. Dave then asked what the cost would be for another 5 weeks, and how much it would cost to have another billboard just like in in the Oklahoma City or Tulsa area? Since we decided to not do the box truck idea, we are now looking at allocating that money to cover the OKC or Tulsa billboard. The agency is looking into that, and we have not received a quote at this time.

Trash Contract Update: Charity and Dave met with Solid Waste. And the more everyone talked about the logistics, the more Dave and Charity realized it would be impossible for us to collaborate with Solid Waste for this project. The next best option is to go to Pushmataha County and request another crew or two, and we will help pay for those crews. Dave is supposed to be reaching out to Pushmataha County, but he isn't sure who to start with. Craig suggested calling their county commissioner. Craig can send Dave their info once he gets back to his office. Even if they are unable to help him, they can point Dave in the right direction.

Discussion and Possible Action on Tax Collection Issues: Dave is still looking for who he needs to get in contact with at VRBO to make sure taxes are being collected correctly to abide by state law. State law states that whoever collects the tax, must pay the tax. So, with our tax numbers being down after that was put into effect, questions have been raised if secondary reservation sites are paying the taxes like they should. Teresa then brought up that people are having issues with VRBO not collecting the right taxes on some of her properties. With Hochatown now being a municipality with their own lodging tax, the Hochatown tax is not being collected because it still shows a Broken Bow address. Dave said he had a similar issue previously with a property that wasn't in Broken Bow city limits, but VRBO was charging city limit taxes

because it had a 74728 address. He said it took him two months to get it straightened out. No other unscheduled business was brought up.

Adjournment: Jerry Don Smith made the motion to adjourn. Motion was seconded by Craig Young. The meeting adjourned at 1:35 PM.