

## McCurtain County Tourism Authority Minutes

Held Tuesday, January 16<sup>th</sup> 2024 - 1:00 PM

### Meeting held at Broken Bow Chamber of Commerce Board Room

Chairman Dave Smulyan called the meeting to order at 1:10 PM.

**Members present:** Dave Smulyan, Craig Young, Wenda Blankenship and Jerry Don Smith. **Absent Board Members:** Tommy Julian and Teresa Mullins. Executive Director, Charity O'Donnell was also present. Guests in attendance were Shellye Copeland.

**Minutes:** Craig Young made the motion to approve the December meeting minutes as presented. Wenda Blankenship seconded. Motion passed 3-0. Dave Smulyan, yes; Craig Young, yes; Wenda Blankenship, yes; and Jerry Don Smith, abstained since he was not at the last meeting.

**Financial Report:** Charity O'Donnell presented the financial report. Jerry Don Smith made a motion to approve the Financial Report as presented, seconded by Craig Young. The motion passed unanimously 4-0. Dave Smulyan, yes; Craig Young, yes; Jerry Don Smith, yes; Wenda Blankenship, yes.

**Purchase Orders:** Purchase Order amounts for November and December were presented and reviewed. Jerry Don Smith made the motion to approve as presented seconded by Wenda Blankenship, made a motion to approve the purchase orders as presented. Motion passed unanimously 4-0. Dave Smulyan, yes; Craig Young, yes; Jerry Don Smith, yes; Wenda Blankenship, yes.

**Advertising Update:** Charity reported that she approved an ad for Oklahoma Today, she reported that she nixed a influencer buy that we approved in May because she felt it would not be what the board wanted to do based on past meeting conversations. Charity stated that stats were emailed and there is a printed copy on the table for anyone that would prefer to look at the printed version. No influencer buys going forward. Native ads were placed, and Charity stated she also nixed the ad agency purchasing eclipse glasses to hand out. She stated she felt they would all agree on that. She went on to state that she approved some emails, blogs, social media posts, for this month. She stated that she was contacted by Oklahoma Forestry, they want us to help them promote the newly implemented fire evacuation routes and do a fire safety video with smokey to help remind people of fire prevention initiatives for the solar eclipse time frame. She stated that these are great educational tools that would be beneficial for all so that she went ahead and gave them the

go ahead to get with the ad agency to get these projects going. She stated she called the ad agency and told them to put a placeholder in the budget for these items to be carried out. Everyone in the room agreed this was a good partnership project and to move forward because it is good for all. Charity mentioned that they were working on a Datafy information gathering and that for the first time Datafy stats were in the reporting this month. She stated that they are in the process of scheduling a call with her to go through this information in detail. She also stated that we should get access to it as well. The board asked her to explain what they do. Charity explained that it pulls data like from credit cards, smart phone apps, vehicle chips, etc. and they pull numbers from a tourism aspect and compiles data into visitation, what they look at, why they come here, where they go, what they spend here, how long they are here for etc. Datafy Stats tracking service is basically what it is and hopefully it will help us better targeted at where exactly we need to advertise and when. Wenda asked if she could set in on the call and Charity stated she would get her the date and time of the meeting. Dave mentioned that he is continuing to tell them to keep a call to action on everything we do, and it seems to be helping. Wenda mentioned that we need to know if it is really being effective what we are doing.

***Consideration and possible action to approve three new policies, open records request, records destruction policy and public comments policy:*** Dave read the public comment policy draft, different policies in other entities were discussed. A few additions and changes were requested. Then Dave read the Open Record Request policy.

### **Open Records Request Policy:**

In accordance with the Oklahoma Open Records Act, any person can request records of the McCurtain County Tourism Authority. A request must be made in writing by the individual and forwarded to the board and the director. The staff and board will work together to ensure records are provided in a timely manner. Records will not be available the day they are requested. Records will be scanned and emailed unless it is requested by the individual making the request that they be received in a different format. It will be documented when the requestor is sent the records and how. Charges will be at the discretion of the board depending on the amount of information requested.

### **Records Destruction Policy:**

Minutes, board rosters, and annual audits from McCurtain County Tourism Authority must always be kept. All other documents and forms of

communication, including meeting packets, advertising reports etc. can be destroyed after 7 years if the year of items has been audited and audit is on file.

### **Public Comment Policy:**

The McCurtain County Tourism Authority (MCTA) acknowledges that public comment is not required under the Oklahoma Open Meetings Act. However, MCTA would allow citizens an opportunity to present their views on the matters of MCTA items of business. When time allows, the representatives of the public may speak when it is on the agenda at the end of the meeting. When public comment is included on any agenda the following guidelines must be followed:

All persons seeking to comment must sign in prior to the start of the meeting, each person may be limited to 2-8 minutes for a total time for public comment this will be depending on the size of the agenda and amount of guest in attendance at the discretion of the board. If you are speaking on behalf of a group, only one person from the group should be designated as the speaker for the group. Be courteous, polite, and respectful when addressing the board. Speakers may only speak about items listed on the agenda. The board is not permitted to respond to the speaker making public comments, board members may only listen. The board may discuss comments during the relevant agenda items only but may not engage in a dialogue directly with the speaker or any other member of the public unless expressly included on a separate agenda item. It is suggested that if someone wants to bring something to the board they need to be on the agenda. To get on the meeting agenda, they must contact the director or a board member and request to be put on the agenda 7 days prior to the meeting. Anything over 2 minutes should really be put on the agenda and addressed as an agenda item.

Wenda Blankenship made the motion to approve the 3 policies with the few amendments discussed. Craig Young seconded the motion. Motion passed unanimously 4-0. Dave Smulyan, yes; Craig Young, yes; Jerry Don Smith, yes; Wenda Blankenship, yes. The following policies were approved.

***Consideration and possible action for the Annual meeting location to be set:*** Dave stated that this is a long meeting is set for May 21<sup>st</sup> at 10 am. Lots of guests tend to come to the meeting so often more room is needed. Wenda Blankenship made the motion to hold the annual meeting at the Broken Bow Public Library. Craig young seconded the motion. Motion passed

unanimously 4-0. Dave Smulyan, yes; Craig Young, yes; Jerry Don Smith, yes; Wenda Blankenship, yes.

***Discussion of Trash Contract:*** Dave stated he had nothing new to report that he is waiting on a call from Push County sheriff. Nothing new to report at this time.

***Discussion and Possible Action on Tax Collection Issues:*** Dave stated he has no update at this time.

***Unscheduled New Business: None presented.***

***Adjournment:*** Jerry Don Smith made a motion to adjourn. The motion was seconded by Craig Young. Motion passed unanimously 4-0. Dave Smulyan, yes; Craig Young, yes; Jerry Don Smith, yes; Wenda Blankenship, yes.

The meeting adjourned at 2:10 PM.