

Official action can only be taken on items which appear on the agenda. The public body may adopt, approve, ratify, deny, defer, recommend, amend, strike, or continue any agenda item. When more information is needed to act on an item, the public body may refer the matter to Staff or back to committee or the recommending body. Under certain circumstances items are deferred to a specific date or stricken from the agenda entirely.

POSTED Tuesday, June 7, 2022

NOTICE OF MEETING OF:

Muskogee Tourism Authority Advisory Committee

Special Meeting Date: Thursday, June 9, 2022; 3:00 p.m.

Location: The Roxy Theater

TO: All Members of The Muskogee Tourism Authority Advisory Committee

Heather Cain	Present	Tyjuan Walker	Present
Sarah Gile	Present	Dennis Wilhite	Present
Dylan Lucht	Present	Jordyn Jorgenson	Present
Dr. Jerri Stoutermire	Present		

AGENDA

Call Meeting to Order – Roll Call

1. Approve the meeting minutes from the May 2022 committee meeting, or take other necessary action.
 - a Motion to Approve: Sarah 2nd: Dylan
 - b Motion Passed Unanimously
2. Discuss and determine recommendations for Muskogee Tourism Authority board, to include Community Support Grants submitted by June 5th, 2022, or take other necessary action.
 - a MTACSG-2223: All Aboard Thursday - Depot District + City of Muskogee @\$3,000 Event Sponsorship
 - i Presentation by Mark Wilkerson
 - ii Discussion Ensued
 - iii Motion to Approve: Tyjuan 2nd: Heather
 - iv Motion Passed Unanimously
 - b MTACSG-2224: Movie Nights - Depot District + City of Muskogee @\$1,000 Event Sponsorship
 - i Presentation by Mark Wilkerson
 - ii Discussion Ensued

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- iii Motion to Approve: Sarah 2nd: Heather
- iv Motion Passed Unanimously
- c MTACSG-2225: Localmotion - Depot District + City of Muskogee @\$5,000 Event Sponsorship
 - i Presentation by Mark Wilkerson
 - ii Discussion Ensued
 - iii Motion to Approve: Dylan 2nd: Tyjuan
- d MTACSG-2226: Jeep Jam - Exchange Club @ \$20,000 Event Presenting Sponsorship + Marketing Assistance
 - i Presentation by Mark Wilkerson + Mike Hewitt
 - ii Discussion Ensued
 - iii Motion: Approved for a Direct Buy of Griffin Communications marketing package up to \$10k + \$10k for Google ads + other digital marketing packages
 - iv Motion Passed Unanimously
- e MTACSG-2227: Oklahoma Festival of Ballooning - City of Muskogee @ \$15,000
 - i Presentation by Mark Wilkerson
 - ii Discussion Ensued
 - iii Sarah - Motion: Approved for \$10k Direct Buy of Marketing Package with Griffin Communication + \$5k for Title Sponsorship equaling the \$15k spend.
 - iv 2nd: Heather
 - v Motion Passed Unanimousl
- 3. Adjourn.