

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 Friday, January 14, 2022
NOTICE OF MEETING OF:
Muskogee Tourism Authority Advisory Committee
Special Meeting Date: Wednesday, January 19, 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	Absent (Possible Covid Exposure)	Dennis Wilhite	Absent (Possible Covid Exposure)
Dylan Lucht	Present	Jordyn Jorgenson	Present
John Tyler Hammonds	Present		

AGENDA

Call Meeting to Order – Roll Call

1. Discuss and determine recommendations for Muskogee Tourism Authority board regarding Community Support Grants submitted by January 6th, 2022, or take other necessary action.
 - a. The committee discussed the Community Support Grants submitted and whether they would support them (*See Attached Documentation*).
2. Adjourn

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POSTED Tuesday, February 8, 2022
NOTICE OF MEETING OF:
Muskogee Tourism Authority Advisory Committee
Special Meeting Date: Thursday, February 10, 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 (3:09)	Dennis Wilhite	Present
Dylan Lucht	Present	Jordyn Jorgenson	Present
John Tyler Hammons	Not in Attendance	Dr. Jerri Stoutermire	Present

AGENDA

Call Meeting to Order – Roll Call

1. Approve the meeting minutes from the January committee meeting, or take other necessary action.
 - a **Motion: To Approve the minutes - Dylan Lucht 2nd: Heather Cain**
 - b *Vote: passed unanimously.*
2. Discuss and take possible action regarding Chair and Vice Chair positions.
 - a **Motion: Sarah Gile as Chair and Dylan Lucht as Vice Chair - Tyjuan Walker 2nd: Heather Cain**
3. Discuss and determine recommendations for Muskogee Tourism Authority board to include Community Support Grants submitted by February 4th, 2022, or take other necessary action.
 - a **Exchange Club - Chili + BBQ Cook-Off - Presented by Mike Hewitt + Robert Smith**
 - i Discussion ensued
 - ii **Motion: To approve support of \$10k contingent upon the funding available for a special call meeting. - Sarah Gile 2nd: Tyjuan Walker**
 - iii *Vote: passed unanimously.*

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b **Azalea Pow Wow Committee - Presented by Stanley Smith - \$5k request**

i Discussion ensued

ii **Motion:** To sponsor an ad and to assist with marketing with Creek Nation for direct purchase of advertising if timely and available for up to \$2500 as matching - **Sarah Gile**
2nd: Tyjuan Walker

iii **Vote:** passed unanimously.

c **Juneteenth Jamboree Muskogee - Presented by Marchello King**

i **Motion:** To approve matching funding to be contingent upon committed sponsorship up to \$2,500 - **Dylan Lucht. 2nd: Heather Cain**

ii **Vote:** passed unanimously.

d **Sooner Barrel Racing Association - Presented by Tami Flock**

i Discussion ensued

ii **Motion:** To approve the request and to include other Visit Muskogee similar events in the registration packet. - **Dylan Lucht 2nd: Tyjuan Walker**

iii **Vote:** passed unanimously.

e **Harbor Signage Project**

i Discussion ensued

ii **Motion:** To submit to the board for approval of \$10k to be allocated from the wayfinding line item in the tourism budget, to be paid out over the course of two (2) fiscal years. - **Tyjuan Walker 2nd: Dylan Lucht**

f Wording for advisory members to remain in tact

g **Vote:** passed unanimously

4. Adjourn.

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POSTED Tuesday, March 8, 2022

NOTICE OF MEETING OF:

Muskogee Tourism Authority Advisory Committee

Special Meeting Date: Thursday, March 10, 2022; 3:00 p.m.

Location: The Roxy Theater

TO: All Members of The Muskogee Tourism Authority Advisory Committee

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

MEETING MINUTES

Call Meeting to Order – Roll Call

1. Approve the meeting minutes from the February 2022 committee meeting, or take other necessary action.

a MOTION: TO APPROVE - SARAH 2ND: HEATHER CAIN

2. Discuss and determine recommendations for Muskogee Tourism Authority board, to include Community Support Grants submitted by March 4th, 2022, or take other necessary action.

a SMOKELAHOMA - PRESENTED BY JULIA WAGNER (IN-PERSON)

i DISCUSSION ENSUED

ii MOTION: DENY DUE TO EVENT/PROGRAM PRESENTED DOES NOT WARRANT SUPPORT. THE NUMBER OF CONFIRMED PARTNERS AND SPONSORSHIPS COUPLED WITH THE ANTICIPATED REVENUE WOULD SUGGEST THE EVENT IS FULLY SUPPORTED AND CAPABLE OF SUCCESS WITHOUT TOURISM FUNDING. 2ND: DYLAN LUCHT

iii VOTE: PASSED UNANIMOUSLY

b APT GOLF TOURNAMENT - PRESENTED BY BRIDGER + MARTHA DIXON (VIA PHONE CALL)

i DISCUSSION ENSUED

ii MOTION: APPROVE UP TO \$10K VIA DIRECT AD BUY BY TOURISM 2ND: HEATHER CAIN

iii VOTE: PASSED UNANIMOUSLY

3. Adjourn.

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POSTED Wednesday, May 18, 2022

NOTICE OF MEETING OF:

Muskogee Tourism Authority Advisory Committee

Special Meeting Date: Monday, May 23, 2022; 11:00 a.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	Absent
Dylan Lucht	Present	Jordyn Jorgenson	Present
Dr. Jerri Stoutermire	Present		

AGENDA

Call Meeting to Order – Roll Call

1. Approve the meeting minutes from the March 2022 committee meeting, or take other necessary action.
 - a Motion: To Approve - Heather Cain
 - b 2nd: Tyjuan
 - c Vote: PASSED UNANIMOUSLY
2. Discuss and determine recommendations for Muskogee Tourism Authority board, to include Community Support Grants submitted by April 5th, 2022, or take other necessary action.
 - a Okie Raceway Park - Presented by Jeff Lee of ORP via phone call
 - i DISCUSSION ENSUED
 - ii MOTION TO APPROVE: HEATHER CAIN
 - iii 2ND: SARAH GILE
 - iv VOTE: PASSED UNANIMOUSLY
 - b Real Okie Craft Beer Festival
 - i DISCUSSION ENSUED

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ii MOTION: TO APPROVE SPONSORSHIP OF \$2,000 TO MATCH SOLD OUT TOP SPONSORSHIP SPOT WITH FEEDBACK TO APPLICANT THAT TOURISM SHOULD BE APPROACHED FOR PRESENTING OR CO-SPONSOR FOR FOLLOWING YEAR IF REQUEST MATCHES OR EXCEEDS TOP SPONSORSHIP AMOUNT - TYJUAN WALKER

iii 2ND: DYLAN LUCHT

iv VOTE: PASSED UNANIMOUSLY

c Oklahoma Music Hall of Fame

i DISCUSSION ENSUED

ii MOTION: TO APPROVE REQUESTED AMOUNT WITH RECOMMENDATION TO EXPLORE ADDITIONAL SPONSORSHIPS TO OFF-SET OUTDOOR SHOWS THAT ARE FREE TO THE PUBLIC

iii 2ND: HEATHER CAIN

iv VOTE: PASSED UNANIMOUSLY

d NON APPLICATION RECOMMENDATION FOR MTA BOARD

i DISCUSSION ENSUED

ii MOTION: TO INVEST IN A PORTABLE VISIT MUSKOGEE SELFIE STATION (SUCH AS 360° CAMERA) TO BE UTILIZED AT EVENTS AND TRADESHOWS FOR POSSIBLE REVENUE GENERATING OPPORTUNITY FOR TOURISM AND TOURISM PARTNERS - HEATHER CAIN

iii 2ND: SARAH GILE

iv VOTE: PASSED UNANIMOUSLY

3. Adjourn.

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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.

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POSTED Tuesday, November 8, 2022

NOTICE OF MEETING OF:

Muskogee Tourism Authority Advisory Committee

Special Meeting Date: Thursday, November 10, 2022; 1:30 p.m.

Location: Tourism Office - 216 W. Okmulgee

TO: All Members of The Muskogee Tourism Authority Advisory Committee

Sarah Gile (Chair)	Present	Shiron Ray (Member)	Present
Dylan Lucht (Vice Chair)	Present	Tyjuan Walker (Member)	Present
Darren Armstrong (Member)	Present	Dr. Jerri Stoutermire (Staff)	Present
Heather Cain (Member)	Present	Jordyn Jorgenson (Staff)	Present
Dr. Ron Ramming (Member)	Absent – Arrived 1:53pm		

MINUTES

Call Meeting to Order – Roll Call

1. Approve the meeting minutes from the October 2022 committee meeting, or take other necessary action.
 - a Motion to Approve: Sarah Gile 2nd: Tyjuan Walker
 - b Motion passed unanimously
2. Discuss and determine 2023 meeting dates, times and locations, or take other necessary action.
 - a Motion to submit for 2nd Thursday of each month until July 1, 2023; 2nd Thursday of July, October and December thereafter, all at 3pm. - Dylan Lucht 2nd: Darren Armstrong
 - b Motion passed unanimously
3. Discuss and determine recommendations for Muskogee Tourism Authority board, to include Community Support Grant applications submitted by October 5th, 2022, or take other necessary action.
 - a Muskogee Little Theatre: \$5,000 request for Peter Pan

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- i Discussion Ensued
- ii Motion by Dylan Lucht: Award sponsorship of \$2,078.50 based on funding availability
- iii 2nd: ShIron Ray
- iv Motion passed unanimously – Dr. Ramming Abstained due to absence during applicant presentation

- b The Castle of Muskogee: \$10,000 request for holiday marketing
 - i Sarah Gile stepped out during discussion
 - ii Discussion Ensued
 - iii Motion by Dylan Lucht: Award \$5,000 marketing assistance based on funding availability
 - iv 2nd: Dr. Ramming
 - v Motion Passed Unanimously - Sarah Gile Abstained as Castle Rep
- 4. Consider adoption of a conflict-of-interest policy, or take other necessary action.
 - a Discussion Ensued – No Action Required
- 5. Adjourn.