

Tahlequah Main Street Association
April 12, 2023 Meeting Minutes
Century 21 Conference Center, 8:30 A.M.

i. Call to Order – Austin Patton 8:34 a.m.

In Attendance: Susan LaVictorie, Rian Cragar, Jessie Barnard, Tristan McDowell, Kristy Eubanks, Austin Patton, Annie Kingcade, Tyler Shockley, Kelly Callaway, Chris Whytal, Alicia McDowell

Absent: Brian Lambert, Jamie Murphy, Justin Barnes

Special Guests: Marla Grant, Amy Smith

Director: Jamie Hale in attendance

ii. Review of TMSA Mission:

Tahlequah Main Street Association is committed to preserving our rich culture and supporting our downtown businesses while promoting the opportunity to live, work, and play in Tahlequah.

iii. Approval of March Minutes:

Review of March Minutes

Jessie Barnard motioned to approve March minutes. Susan LaVictorie 2nd. Motion passes.

iv. Treasurers Report – Presented by Annie Kingcade

v. President Report – Presented by Austin Patton

The partnership drive is running through June. Each board member is responsible for \$5,000 in partnerships.

vi. Director's Report: Jamie Hale

Amy and Jamie attended Main Street Day at the Capitol.

May 2nd is Oklahoma Main Street Awards at the Embassy Suites in OKC. Tickets need to be purchased by Friday.

May 11th is the GWG Launch

The transformation Strategy meeting is on the 3rd Wednesday at 5:30 at the Armory.

Strategic Planning is June 2-3rd.

vii. Committee Q&A:

Committee reports were emailed with the agenda and minutes for review. This time is for discussion of the reports.

a. Organization – Jessie Barnard

- i. Reviewing Board Member Agreement for review by the Board at the April board meeting and in use for recruitment starting very soon.
- ii. A quality assurance points system has been added as well as some other changes.
- iii. Outlined the program of the year nomination.
- iv. The board member recruitment process for 2023 begins today once the board member agreement has been approved.
- v. Board member recruitment and Grow with Mainstreet are the next tasks for Org.

b. Promotion – Marla Grant

- i. Movies in the Park for 2023 will be added to the calendar– a 3-way partnership. Tahlequah Tourism – funding, TMSA equipment, Host – possibly NSU Student Engagement family and friends break off SOAR program - Kristy will find a partner.
- ii. Experience Map
- iii. Pocketsights –Rian willing to help train on pocketsights software.
- iv. Future Events
 1. Gather Downtown (9/16)

c. EV- no report

A discussion that the original drone vendor may not be available Saturday of the Red Fern Festival. Jessie Barnard has a contact for a backup.

d. Design- Rian Cragar

- i. Rian laid out the banner programs.
- ii. Discussed all of the clean-up days throughout the year.
- iii. Big Impact \$7500 total grant funds available - \$5000 Arvest Foundation. Applications open March 15! Close April 15th.
- iv. 2023 Main Street Award Finalist!! Woohoo!!

e. Education: Social Media- Austin Patton

- i. Reminder that each board member is responsible for serving at the Red Fern Festival. Like, comment and share all posts on TMSA and Red Fern to improve our social media reach.
- ii. Discussion of a content calendar. Social media posts should be strategic.

viii. New Business:

- a) Main Street Awards tickets are available for sale for \$70 each. Jamie proposed 9 tickets purchased for staff, award nominees, and guests. Annie Kingcade motioned to approve the purchase of 9 tickets. Tyler seconded. Motion passes.
- b) Review of new board member agreement –
Annie & Austin presented the new board agreement, the biggest changes are the participation in fundraising.
TMSA marketing materials and all other things that have been created for TMSA will be owned by TMSA.
Keep sensitive information with TMSA confidential, as in being respectful of merchants' information.
The Quality Assurance Points system has been added as well.
Motion to approve the new board member agreement by Jessie Barnard. Annie Kingcade seconded. Motion passed.
- c) Jami Murphy submitted a resignation letter to the board. Austin motioned to approve her letter of resignation. Annie seconded. Motion passed.
- d) Bylaw change needs to be made to reflect a Committee Chair does not have to be on the board of directors. Marla Grant is the acting chair of the Promo committee; the bylaws need to be updated to reflect that Committee Chairs do not need to be board members. Rian proposed that each committee can have a chairperson approved by the board, which is a nonvoting position.
Austin motioned the modification of any bylaws to reflect the adoption of the new board agreement effective June 2023. Kelly Callaway seconded. Motion passed.
Austin motioned that the committee chair does not have to be a board member, they do not hold a voting position, they have to be board approved, and the bylaws will be updated to reflect this effective immediately. Rian seconded. Motion passed.
Austin motioned to nominate Marla Grant as the motion chair. Susan seconded. Motion passed.
- e) Expansion of the downtown corridor. In the review of the city contract, there is a consideration for a proposal by Austin is the expansion of the downtown corridor. At this time the contract reflects that TMSA is bound by Goingsnake, Chickasaw, College, and Water St. The new proposal will include all the way South to First St., to the West the boundary would remain College, to the East it would expand all the way to Tahlequah Creek. Rian suggested that if we do pass the expansion, the banner should immediately be added to that area to represent the addition. Kristy included that the parks systems would be included in that which would give the opportunity to offer different types of events. Tyler suggests we could go all the way east to Bluff. Jessie suggested the city contract could include a timeline of events on how this would happen, explain what is being considered, implementation, etc. Rian motioned to table item e until after meeting with Mayor-Elect. Tyler seconded. Motion passed.
- f) The city contract is being reviewed for presentation to the city. Jessie suggested that we also offer supporting documentation that includes the operating costs and rental fees including things like street closures and roadblocks, signage, reservations, stage use, etc. Austin motions to approve the opportunity for Jamie and Austin to discuss

the potential changes of with the Mayor-Elect. Annie motioned. Jessie seconded.
Motion Passed.

ix. Announcements:

- a. No Chamber Updates.
- b. Board Member Applications opened today.
- c. June downtown celebration has been moved to the fall.

x. Adjournment:

Kristy Eubanks motioned to adjourn. Susan 2nd. Passed unanimously at 10:06 a.m.