Tahlequah Main Street Association

March 8, 2023 Meeting Minutes

Century 21 Conference Center, 8:30 A.M.

1. **Call to Order – Austin Patton 8:31 a.m.**

**In Attendance:** Jamie Murphy, Susan LaVictorie, Rian Cragar, Jessie Barnard, Brian Lambert, Alicia McDowell, Tristan McDowell, Kristy Eubanks, Austin Patton, Annie Kingcade

**Absent:** Tyler Shockley, Justin Barnes, Kelly Callaway, Chris Whytal

**Special Guests:** Marla Grant, Amy Smith

1. **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.

1. **Approval of February Minutes:**

Review of February Minutes

Jamie Murphy motioned. Susan LaVictorie 2nd.

1. **Treasurers Report –** Presented by Annie Kingcade

Annie presented a statement of financial position and plans to post it in ClickUp.

Red Fern partnerships are the ones reflected on the Red Fern Statement.

1. **President Report – Austin**

More education will be integrated to move forward rather than repetitive content.

In collaboration with an outside organization, Kristy set up a meeting with the tourism council, we will be reaching out to other organizations to see if they are interested in collaboration with TMSA.

*Date for Retreat: June 2nd & 3rd*

*Location: TBD*

Program of the year nominations are due by March 22nd.

Bylaws should be considered for updates, to reflect, non-board members can chair a committee.

1. **Managers Report:**

Presented the Reinvestment report from the state.

Red Fern Planning is underway and vendor registration is full. Added a small acoustic stage, a beer garden, and activities geared toward teens.

Oklahoma Mainstreet Association's top 3 nominations, Tahlequah had 8 nominees:

Board Member of the Year- Rian Cragar

Tahlequah Mainstreet is in the running for Mainstreet Community of the year.

Board Retreat is on June 2nd & 3rd

Mainstreet Day at the Capital on April 4th Jamie Hale & Amy will be attending.

1. **Committee Reports:** 
   1. **Organization – Jessie Barnard**

Update on partnerships, many smaller partnerships are available.

Austin encouraged each board member to aim for 3 touches per merchant if you do not hear from them.

Org is working on the board agreement document to assign the board members as ambassadors to cultivate the relationship between the board and the merchants.

* 1. **Promotion – Marla Grant**

Promo is working on the experience map partnering with tourism, it will not be produced and distributed until 2024.

Expanding the pocket sites app.

OKswagen – Rian Cragar

Tourism will be bringing back Movies in the Park in collaboration with NSU Student Engagement and Mainstreet. Mainstreet's role will be more supportive providing the equipment only. Tourism will provide funding. NSU will be the one heading the events.

* 1. **EV- no report**
  2. **Design- Rian Cragar**

The big impact will be headed by Tyler Shockley they are ready to launch the application. $7,500. March 15th – April 15th. May 15th will announce finalists. Community voting June 12th-16th Winners will be announced in June at Grow with Mainstreet.

The winner will have until December 31st to complete the project and turn in receipts.

They must be part of the Mainstreet Merchants to apply.

NSU's big event will be on April 22nd

* + - 1. One of the projects is to clean out the grates on the bump outs

A formal report for the walkability assessment will be created for a grant for application to $1500 grant for wayfinding on the partner trail.

Jamie Hale attending Place Making Conference on March 20th.

1. **New Business:**

Merchant Liaison modified board agreements to be assigned to downtown merchants.

Garden Club request for Nandina’s, 3 per bump out at $1,100.00 purchasing at Sunshine Nursery.

* 1. Austin Motioned approving the garden club's request.
  2. Rian 2nd
  3. The vote passed unanimously.

Click Up Upgrade: $1,104.00 yearly amount upgrades to unlimited storage and can integrate with Google. Will allow 23-24 members and a few guests. $5 per member per month. The non-profit deal would be $4 per member per month. $95 per month. Currently spending, $50 per month for Maestro, which will be eliminated after Red Fern Festival. We will need a volunteer program as well, looking at Signup.com Jamie Murphy motioned. Susan 2nd. Passed Unanimously.

1. **Chamber Update** – Kristy Eubanks
2. **Announcements:**

50 senior banners, we have sold 14 – NOT DOING SPECIFIC LOCATIONS

1. **Adjournment:**

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