

**Tahlequah Main Street Association Minutes**

**Meeting to be held at: Century 21 Wright Real Estate Conference Room**

**June 14th, 2023 at 8:30 AM**

1. Call to order 8:33 by Austin Patton

Reciting of Mission: TMSA is committed to preserving our rich culture and supporting our

downtown businesses while promoting the opportunity to live, work, and play in Tahlequah.

1. Roll Call: Alicia McDowell, Annie Kingcade, Kelly Callaway, Austin Patton, Brian Lambert, Chris Whytal, Jessie Barnard, Justin Barnes, Kelly Callaway, Kristy Eubanks, Rian Cragar, Susan LaVictoire, Tristan McDowell, Tyler Shockley, Shelby Robertson, Michael Payne, Tucker Dunlap, Christie Campbell, Karen Wood

Absent: Brian Lambert, Chris Whytal, Tristan McDowell, and Jessie Barnard

Guest- Amy Smith, Jamie Hale, Marla Grant, and Nathan Reed in attendance

Nathan Reed- Chamber of Commerce- Appointed as Chamber Ambassador by Austin Patten

1. Minutes: Michael Payne motion for approval of May minutes, Susan LaVictoire second. Motion Passes.
2. Treasurer Report: Annie Kingcade presented revenue statement. Red Fern is missing an outgoing expense for TPWA, approximately $16,000
3. President Report- Austin Patton presented a review of SWOTI results from the TMSA board of directors’ retreat (Strengths, Weaknesses, Opportunities, Threats, and Ideas), asked to up vote or down vote results for an even more accurate view of the results. Top notes from board retreat:

Strength: Determination, hard work, passion of the BOD.

Weakness: Disorganization, reactive not proactive, not enough attention on timelines.

Opportunities: Expanding the Corridor.

Threats: BOD Burnout, Competition instead of collaboration with partners, lack of education, funding, and institutional knowledge.

Ideas: More aggressive partnership push, Junior TMSA Program, Volunteer recruitment and retention program, and wayfinding opportunities.

1. Director’s Report- Jamie Hale presented at the City Council meeting and announced our Program of the Year award, Big Impact finalists, and Red Fern Festival statistics presented. The City passed $95,000 for TMSA budget.

Board Meeting Proposal: Bi-Monthly meetings: Jan/Mar/May/July/Sept/Nov, we would call for special meeting for urgent needs.

Board Retreat takeaways: New Mission statement; event calendar, action plan templates, and morale boost.

Director’s Training in Sapulpa: Topic cove4red included: Vacant properties/ Placemaking/ Meta Fund/ Certified Local Governments (Tahlequah was a CLG)- Review of the Neighborhood Playbook for EV and Community.

Grow with GOOGLE launch was a successful high level opportunity discussion from Jarred Foster.

1. Committee Reports: Find on Click Up
2. Education Segment- No Report
3. New Business
   1. Acceptance of nominations for 2023-2024 executive committee and ballot elections.

Ballot Election for BOD Leadership: Susan LaVictoire Motioned to accept the slate as presented. Kelly Callaway Seconded. Motion passes

Slate: President- Austin Patton, President Elect- Kristy Eubanks, Secretary- Alicia McDowell, Treasurer- Annie Kingcade

Discussion of Kristy Eubanks seat on the board of directors expiring December 2024. Austin Patton has been in communication with Oklahoma Main Street with a recommendation to extend the seat to include finishing up a position within the executive committee. This discussion will continue with the organization committee.

* 1. Review of the new Tahlequah Main Street mission Statement “Enhancing the Downtown Tahlequah experience and culture for residents and visitors alike, by actively promoting, engaging, and fostering relationships with our community and partners.” Susan LaVictiore motioned to approve with no changes. Tucker Dunlap seconded. Motion passes.
  2. Discussion to approve, approve with modifications or deny to accept Brian Lambert, Chris Whytal and Tyler Shockley’s resignation from the board.

-Tyler Shockley resigning for personal reasons

-Brian Lambert resigning to focus on the airport

- Chris Whytal resigning due to family relocation to Tulsa

Susan LaVictoire motioned to accept all 3 resignations. Annie Kingcade seconded. Motion passes.

* 1. Discussion to approve, approve with modifications, or deny new board meeting schedule.

Rian Cragar motioned to accept the bi-monthly proposed board meeting schedule. Justin Barnes seconded. Motion passes.

* 1. New Business since posting of agenda: discussion of proposed bylaws changes in regards to extending a board of director’s seat if they serve in an executive role.

The board discussed wanting to see what Oklahoma Main Street proposes and allow the organization committee to bring a proposal. Susan LaVictoire motions to table this discussion. Kelly Callaway Seconded. Discussion will be tabled.

1. Announcements/ Community Updates

Sizzling Summer Social is being hosted by the Craft Addict and other Downtown Tahlequah merchants on June 22nd from 5-8.

Leadership Tahlequah 25 has announced that Bright Futures Tahlequah is their project and will be asking for community support.

State of the Community will be Thursday , June 22nd from 11-1

Women in Business is today, Wednesday.

1. Adjourn Rian Cragar motions to adjourn at 9:38. Susan LaVictoire seconded. Motion passes at 9:38.