# Picture

# Meeting Minutes

# February 8, 2023 - 8:30 AM

# Century 21 Conference Center

1. Call to order – Austin Patton 8:33 AM

Board Members Present: Kristy Eubanks, Austin Patton, Kelly Callaway, Brian Lambert, Jessie Barnard, Jami Murphy, Annie Kingcade, Alicia McDowell, Tristan McDowell, Justin Barnes and Tyler Shockley.

Board Members Absent: Rian Cragar, Chris Whytal and Susan LaVictoire

Director Jamie Hale in attendance.

Guests: no guests

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 minutes from January 2023 Meeting

* Review of January minutes. Need to fix spelling of names Kingcade and Jessie Barnard. Add Alicia McDowell to Present in January minutes.
* Justin motioned to approve with above changes. Tristan seconded. Motion passed unanimously.

1. Treasurer’s Report- Presented by Annie Kingcade

* Financial report presented.
* Red Fern has a separate fund. Partnerships outside of Red Fern go into a general fund.

1. President’s Report- Austin Patton

* $50,000 is the general fund goal for partnerships. The expectation is that each board member provide $5,000 worth of contributions.
* Red Fern committee meetings are currently every other Monday at 5:30.
* A Nominating Committee will be formed to review new board member applications and present to the board in May. Votes will occur in June. New members will begin in July 2023. This committee will also review current board member rules and roles.
* A Compensation Committee will be formed to review the expected salary and job description of the Director of Tahlequah Main Street Association. They will present the findings to the board. They will lay out the expected relationship between director and board of director.

1. Director’s Report- Jamie Hale

* Amy Smith has joined the TMSA team as an administrative assistant and event planner. Her first day was 2.7.23. You can email her at [admin@tahlequahmainstreet.com](mailto:admin@tahlequahmainstreet.com). Jamie’s email has changed to [jamie@tahlequahmainstreet.com](mailto:jamie@tahlequahmainstreet.com). Amy’s current schedule is T-Th-F.
* Grow with Google coach is working in the area. There are still many details that are not clear.
* Red Fern committee is going great. We need all members to volunteer.
* Click up is almost implemented. Brian suggested adding a 15 min. training at the beginning of the community transformations meetings.
* Discussion of renaming “manager’s report” to “director’s report” on the minutes. All agreed that Jamie is the Director of TMSA and that is an appropriate adjustment.

1. Committee Reports
   1. **Organization- Jessie Barnard**
      * Partnership packets are finalized. Copy provided to the board for review and suggestions. Suggested updates: spacing in the cover letter and updated contact information with the new director email address.
      * Organization is working on recommended changes to board member agreement.
      * One change discussed is that applicants to the Board of Directors should attend one board meeting and one transformation meeting before they can be considered to be slated.
      * After Red Fern, a new volunteer program software will be a topic of consideration.
      * The goal of community partnerships is that they would cover all operating expenses of the organization.
      * Discussion of Red Fern partnerships. There is only 1 sponsorship available per item on the partnership packet.
      * Org is considering a Christmas in July fundraiser.
   2. **Promotion- Kristy Eubanks**

* Promotion committee is continuing to work on the experience map.
* It was proposed that we put the experiences in Pocketsights so that QR codes can be distributed to merchants and marketing materials to direct tourists and consumers to the application.
* Movies in the Park continues to be a concern among merchants. Promo is working to delegate the activity to other organizations and partners.
* Event calendar shared with the board.
  + Grow with Mainstreet (June 16th) and Gather Downtown (Sept. 16th) are new events added.
  1. **Economic Vitality- Kelly Callaway**
* Main Street awards were submitted, thank you for all who participated.
* Email surveys have been sent to merchants.
* Merchants have requested recap of merchant meet ups.
  1. **Design- Rian Cragar- no report**

1. New Business-
   1. Nomination for Secretary- Kristy Eubanks nominated Alicia McDowell. Tyler Shockley seconded. Nomination passed unanimously.
   2. Nomination of Compensation Committee- Austin Patton, Tyler Shockley and Annie Kingcade expressed interest. Austin Patton motioned to form compensation committee consisting Austin Patton, Tyler Shockley and Annie Kingcade. Brian Lambert seconded. Motion passed.
   3. Nomination of Nominating Committee- Austin Patton, Jamie Murphey, Annie Kingcade and Jessie Barnard expressed interest. Austin Patton motioned to form a nominating committee consisting of Austin, Jamie, Annie and Jessie. Tyler Shockley seconded. Motion passed.
2. Adjournment:

Jamie Murphey motioned to adjourn. Alicia McDowell seconded. Motion passed at 10:09 AM.