



Tahlequah Main Street Association Agenda
Meeting to be held at Century 21 Wright Real Estate Conference Room
November 13th, 2024, at 8:30 AM

- 1. Call to Order- Michael Payne**
 - a. Reciting of Mission: Enhancing the Downtown Tahlequah experience and culture for residents and visitors alike, by actively promoting, engaging, and fostering relationships with our community and partners.

- 2. Roll Call - Christie Campbell**
 - a. Jessie Barnard, Kristy Eubanks, Tristan McDowell, Shelby Robertson, Michael Payne, Christie Campbell, Karen Wood, Marla Grant, Faith Springwater, Aisling Sosa, Brooke Crow, Chandler Romero, Dillin Springwater, Joe Mack, Sydney Smith
 - b. Guest- Amy Dawson, Jamie Hale, Kelten Weaver

- 3. Review and Approval of September Minutes**

- 4. Treasurer's Report**
 - a. Approve, approve with modifications, or deny Treasurer's Report

- 5. President's Report—Michael Payne**
 - a. TMSA Partnerships Update
 - b. TMSA Fun-on-ones
 - c. QACs - January 2025

- 6. Director's Report- Jamie Hale**
 - a.

- 7. Education Segment**

- 8. Committee Report Q & A**
 - a. Promo
 - b. Design
 - c. EV
 - d. Org

- 9. Unfinished Business**

10. New Business

- a. Brooke Crow Resignation
- b. Signing TMSA Thank You Cards

11. Announcements/Community Updates

- a. November 16 - Decorating Day
- b. TMSA Holiday Party

12. Adjourn



Tahlequah Main Street Association Board of Directors meeting
21 Wright Real Estate Conference Room
September 11th, 2024, at 8:30 AM
Meeting Minutes

1. Call to order @ 0832

i call to order @ 0832 by President Michael Payne

ii. Reciting of Mission:

Enhancing the Downtown Tahlequah experience and culture for residents and visitors alike, by actively promoting, engaging, and fostering relationships with our community and partners.

2. Roll Call : Christie D. Campbell

i. In Attendance: Jessie Barnard, Kristy Eubanks, Shelby Robertson , Michael Payne, Christie Campbell, Karen Wood, Marla Grant, Kim Lee, Brooke Crow, Chandler Romero(left @ 0930), Dillin Springwater, Joe Mack, Sydney Smith, Aisling Sosa

ii. Absent: Jarvis Stroman, Faith Springwater, Tristan McDowell

iii. Guests: Amy Smith, Jamie Hale, Kelton Weaver

3. Review and approval of July 20th 2024 Minutes

- i. Shelby Robertson Motioned to approve July 20th 2024 minutes, Kristy Eubanks seconded. Motion passed unanimously.

4. Treasures Report: Marla Grant

- i. Approve, approve with modifications, or deny Treasurer's Report
 - a. Copy Budget was submitted by to all board Members to review :
 - 1. Still working on getting budget loaded into quick books for board members to view
 - 2. Appointment with accountant to finalize and resolve left over funds from Grow with Google Grant
 - 3. New Forecast of Fiscal year 2024-2025 Budget was reviewed
- ii. Aisling Sosa motion to approve with Modifications Karen Wood second, unanimously passed Review Again Treasures Report in Novememer 13th 2024 Meeting 2024/ 2025 FY Annual Budget
- iii.

5. Presidents Report- Michael Payne

- i. **Partnership Packet Update**
- ii. Review, Discussion, and Education on Upcoming Events/Promoting Partnership Packets for all TMSA Board Members
 - a. Review Partnership packets for each event and added partnership opportunities
 - b. Discussion of any changes needed in the partnership packets
 - c. Education on how to present partnership packets, explanation of benefit with partnerships chosen, helping choose and split up partners to be presented too. (Continued)....
- iii. TMSA Policy And Procedures
 - a. Draft of P&P pgs. 67-70 to Looked Over
 - b. Corridor Information with a Map(Add to Bi-Laws, P&P's)
 - c. Propose to approve all Policy and Procedures in next Board meeting on November 13th 2024

6. Directors Report- Jaime Hale

- i. National Main Street Board Training September 26th, 330-530
 - A. Preparing agenda for National Main Street visit to TMSA/Tahlequah/Cherokee Nation
 - 1. Meet and Greet: with gift bags, food Kawi Café, Flowers It's a Bloom, Representatives from TMSA- Jaime Hale, Cherokee Nation- Austin Patton
 - 2. Tour Down Town Tahlequah

3. Tour Cherokee Nation History Museum
4. Visit Cherokee Nation Cultural Pathway in Downtown

7. Education Segment By President Michael Payne @930

- i. Partnership Packet Rollout**
 - a. Presentation on how present partnerships to partners in the community
 - b. Each board member to reach out to at least 10 partners with partnership packets, (via phone, email, or in person).
 - c. Using spreadsheets with list of a partners responses after making contact on Google drive

ii. TMSA Ideas, Hopes, and Goals-low&hanging fruit

a.

List of ideas from board members was discussed and taken notes of new events, improvements on existing events, new and old goals and hopes for future endeavors

8. Committee Report Q & A-

(Get all new board members on a Committee if they do not have one selected.)

- i. Promo-attached promo recap: Tailgate NSU get together for Oct 19th NSU home game, adding to time capsule for NSU Home coming.
- ii. Design – attached design recap: Banners for Veterans Day set up, clean up, light pole instillation, and getting Christmas decorations installed.
- iii. EV-attached EV recap: transitioning Jessie Barnard to EV chair, last MOB of the year scheduled for Sept 26th 2024
- iv. Org- attached Org recap: Transitioning Christie Campbell to take ORG chair, Sidney Cain working on selecting committee for TMSA Awards Banquet

9. Unfinished Business

None

10. New business

- i. Discussion and possible action of items pertaining to the TMSA office located at 118 E Shawnee.**
 - a. A/C Unit- will first send email before moving forward on fixing it ourselves
Director Jamie Hale will make decisions pertain to A/C unit getting fixed.
 - b. Legal Representation if needed-certified Letter sent landlord's lawyer
 - c. Proposed offer on Building – visit with bank, to see about purchasing TMSA Office in the future.

11. Announcements/ Community Updates

- a. Ok Main Street Banquet Update - September 24th 2024**
- b. TMSA Clean Up Day-October 6th,2024**

12. New line of Business

- i. Motion to create a new line Business.**

Shelby Robertson Motioned to approve, Aisling Sosa seconded. Motion passed unanimously.

- ii. Discussion of Acceptance of the Resignation of Jarvis Stroman as TMSA Board Member**

Aisling Sosa Motioned to approve, Shelby Robertson seconded. Motion passed unanimously.

13. Adjourn

Aisling Sosa motioned to adjourn Joe Mack seconded

Meeting adjourned @ 1050

Next meeting November 13th 2024 – Century 21 Conference Center-830 am

Treasurer's Report

Tahlequah Main Street

For the period ended October 31, 2024



Prepared by
Marla Grant, Treasurer

Prepared on
November 8, 2024

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Statement of Financial Position

As of October 31, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
104 Cash in Bank	10,747.26
105 Reserve Bank Account	18,000.00
106 GWG Grant	60,902.00
Total Bank Accounts	89,649.26
Other Current Assets	
Undeposited Funds	3,900.00
Total Other Current Assets	3,900.00
Total Current Assets	93,549.26
Fixed Assets	
205 Furniture and Equipment	1,848.00
Total Fixed Assets	1,848.00
Other Assets	
119 Security Deposit	600.00
Total Other Assets	600.00
TOTAL ASSETS	\$95,997.26
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
BF Credit Card	1,571.97
Total Credit Cards	1,571.97
Total Current Liabilities	1,571.97
Total Liabilities	1,571.97
Equity	
405 Opening Balance Equity	1,412.66
424 Retained Earnings	96,711.81
Net Revenue	-3,699.18
Total Equity	94,425.29
TOTAL LIABILITIES AND EQUITY	\$95,997.26

Statement of Activity

July - October, 2024

	Total
REVENUE	
501 Fundraising	-14.87
Food Vendor Registration Fees	193.60
Partnerships	7,595.58
Ticket Sales	4,454.04
Vendor Registration Fees	618.40
Total 501 Fundraising	12,846.75
503 Grants or Contracts	
COT Event Contract	41,500.00
Total 503 Grants or Contracts	41,500.00
504 Fundraising - Merchandise	
Other Merchandise	55.82
TMSA Merchandise	1,186.47
Total 504 Fundraising - Merchandise	1,242.29
Unapplied Cash Payment Revenue	219.00
Total Revenue	55,808.04
COST OF GOODS SOLD	
505 COGS - Merchandise	
Other Merchandise	478.00
Total 505 COGS - Merchandise	478.00
Total Cost of Goods Sold	478.00
GROSS PROFIT	55,330.04
EXPENDITURES	
801 Advertising & Promotion	3,493.55
802 Bank Charges	220.00
803 Credit Card Fees	6.56
811 Supplies & Materials	3,433.33
825 Dues & Subscriptions	2,266.86
833 Insurance	865.00
839 Accounting Fees	200.00
841 Licenses & Taxes	55.00
847 Office Expense	633.93
848 Postage & Shipping	5.70
851 Equipment Lease & Rental	490.00
859 Rent Expense	4,230.00
861 Salaries & Wages	26,464.85
864 Contract Labor	600.00
865 Employee Health Insurance	1,400.00
869 Payroll Taxes	7,712.12
870 Sales Tax	2,563.31

	Total
875 Telephone & Internet Expense	539.03
877 Meals & Entertainment	683.61
878 Travel & Meetings	2,018.64
879 Utilities	977.63
Uncategorized Expense	170.10
Total Expenditures	59,029.22
NET OPERATING REVENUE	-3,699.18
NET REVENUE	\$ -3,699.18

Statement of Activity by Class

July - October, 2024

	DESIGN POINT	Arts & Heritage	Banner	Christmas Decorations	Flag Poles & Plaques	Total DESIGN POINT	ECONOMIC VITALITY POINT	Main Street Buses	Main Street Mobeles	Merchant Engagement	Total ECONOMIC VITALITY POINT	MAIN STREET ASSOCIATION	ORGANIZATIONAL POINT	Veteran Banners	Volunteer Engagement	ORGANIZATIONAL POINT	PROMOTIONAL POINT	Down town	Experience Map	Pop up Events	Total PROMOTIONAL POINT	SIGNATURE FESTIVALS	Ladies Night Out	OKWa gen	Fed Fern	Total SIGNATURE FESTIVALS	Not Specified	TOTAL		
REVENUE																														
501 Fundraising														-14.87		-14.87														-14.87
Food Vendor Registration Fees																								193.60			193.60		193.60	
Partnerships		4,500.00				4,500.00						1,595.58														1,500.00		1,500.00		7,595.58
Ticket Sales																				20.99	20.99		4,433.05			4,433.05		4,454.04		
Vendor Registration Fees																									618.40		618.40		618.40	
Total 501 Fundraising		4,500.00				4,500.00						1,595.58		-14.87		-14.87				20.99	20.99		5,893.05		618.40	6,745.05		12,946.79		
503 Grants or Contracts																														
COI Event Contract												41,500.00																		41,500.00
Total 503 Grants or Contracts												41,500.00																		41,500.00
504 Fundraising - Merchandise																														
Other Merchandise												55.82																		55.82
TMSA Merchandise												269.47														917.00		917.00		1,186.47
Total 504 Fundraising - Merchandise												325.29														917.00		917.00		1,242.29
Unapplied Cash Payment Revenue																												219.00	219.00	
Total Revenue	0.00	4,500.00	0.00	0.00	0.00	4,500.00	0.00	0.00	0.00	0.00	0.00	43,420.87	0.00	-14.87	0.00	-14.87	0.00	0.00	0.00	20.99	20.99	0.00	5,893.05	1,729.00	0.00	7,662.05	219.00	55,808.94		
COST OF GOODS SOLD																														
505 COGS - Merchandise																														
Other Merchandise												478.00																		478.00
Total 505 COGS - Merchandise												478.00																		478.00
Total Cost of Goods Sold	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	478.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	478.00	
GROSS PROFIT	0.00	4,500.00	0.00	0.00	0.00	4,500.00	0.00	0.00	0.00	0.00	0.00	42,942.87	0.00	-14.87	0.00	-14.87	0.00	0.00	0.00	20.99	20.99	0.00	5,893.05	1,729.00	0.00	7,662.05	219.00	55,330.94		
EXPENDITURES																														
801 Advertising & Promotion				70.00		70.00		125.00	50.00		175.00	709.78		85.96	85.96		350.00	59.13	267.21		676.34	355.87	73.22	174.99	1,172.39		1,776.47		3,493.55	
802 Bank Charges												220.00																		220.00
803 Credit Card Fees																														6.56
811 Supplies & Materials		19.64			2,101.81	2,121.45						368.01								235.25	235.25		181.93	496.14	40.55	708.62		3,433.33		
825 Dues & Subscriptions												2,266.86																		2,266.86
833 Insurance												354.00																511.00	865.00	
839 Accounting Fees												200.00																		200.00
841 Licenses & Taxes																					55.00	55.00								55.00
847 Office Expense												633.93																		633.93
848 Postage & Shipping																									5.70		5.70		5.70	
851 Equipment Lease & Rental																								490.00		490.00		490.00		
859 Rent Expense												4,230.00																		4,230.00
861 Salaries & Wages												26,464.85																		26,464.85
864 Contract Labor																								600.00		600.00		600.00		
865 Employee Health Insurance												1,400.00																		1,400.00
869 Payroll Taxes												7,712.12																		7,712.12
870 Sales Tax																								2,563.31		2,563.31		2,563.31		
875 Telephone & Internet Expense												489.03																		489.03
877 Meals & Entertainment										331.40	331.40	308.18								44.03	44.03									683.81
878 Travel & Meetings												2,018.64																		2,018.64
879 Utilities												947.63													30.00		30.00		977.63	
Uncategorized Expense												170.10																		170.10
Total Expenditures	0.00	0.00	19.64	70.00	2,101.81	2,191.45	0.00	125.00	50.00	331.40	506.40	48,493.13	0.00	0.00	85.96	85.96	0.00	350.00	59.13	801.49	1,010.62	537.80	559.36	1,885.64	3,741.40	0.00	6,224.10	517.56	56,026.22	
NET OPERATING REVENUE	0.00	4,500.00	19.64	-70.00	-2,101.81	2,308.55	0.00	-125.00	-50.00	-331.40	-506.40	-5,550.26	0.00	-14.87	-85.96	-100.83	0.00	350.00	-59.13	-880.50	-989.63	-537.80	5,379.69	343.46	3,741.40	0.00	1,437.95	-298.56	3,699.19	
NET REVENUE	\$0.00	\$4,500.00	\$19.64	\$-70.00	\$-2,101.81	\$2,308.55	\$0.00	\$-125.00	\$-50.00	\$-331.40	\$-506.40	\$-5,550.26	\$0.00	\$-14.87	\$-85.96	\$-100.83	\$0.00	\$350.00	\$-59.13	\$-880.50	\$-989.63	\$-537.80	\$5,379.69	\$343.46	\$3,741.40	\$0.00	\$1,437.95	\$-298.56	\$3,699.19	

Highlights

1. Grow with Google Grant account balance has not been moved to operating account pending meeting with Accountant, Laura Hobbs.
2. Budget for FY24-25 has been added to Quickbooks for budget to actual comparison reporting.



PROMOTION

Tahlequah Main Street Association
Promotion Committee Update
10/28/2024

1. NSU game on 10/19/2024 was a hit! Tailgating and supporting our NSU football team is something we will be doing again. Thanks for all that came out!
2. OKswagen Festival was a success. This event has grown so much over the years and the committee had a quick debrief and will be implementing the quick wins for next year to make it even better!
3. Ladies Night Out, November 21st 4:30 - 8:30 pm. Ticket sales are live and planning is well underway. We expect to have a wonderful evening under the stars with the ladies from the community. Spread the word to your friends to come on out! We also need volunteers to help for this event.
4. Christmas Downtown -
5. TMSA maps continue to be distributed and refilled as needed in local high traffic areas.
6. Cookie Stroll is scheduled for December 7th. This will be a fun way to showcase Downtown during Christmas, visit the stores while gathering cookies, and shop shop!



**Tahlequah Main Street Association
Design Committee
Oct 22, 2024
TMSA Office- 118 E Shawnee Street**

TMSA 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.

TMSA Transformation Strategies:

STRATEGY 1: PLACEMAKING & PEDESTRIAN EXPERIENCE

STRATEGY 2: DOWNTOWN LIVING

Design Committee Goal: Encourage improvement of the visual appearance of the historic commercial district.

Design Committee Objectives:

1. Design education and technical assistance.
2. Financial assistance and incentives.
3. Public improvements and open spaces.
4. Regulations and enforcement.

New Business:

Current Activities:

1. Design/Preservation Education & Technical Assistance

A. *Historical Preservation Month (May) – Project Lead/Team: OPEN*

- i. Campaign is currently running.

2. Financial Assistance & Incentives

A. Big Impact Grant – 2025 Project Lead: Michelle/Cassie Bartlett

- i. 2025 Cycle

1. Finalize action plan with 2025 details

- a. Funding, Rules & Regulations, Timeline, Selection Committee, Virtual Voting

3. Public Improvements & Open Space

A. 24-25 Clean up Days – Project Lead: Next Cleanup will be after Redfern

- B.
 - i. TMSA's contract with the City of Tahlequah requires two clean up days within the downtown corridor annually. Spring is after Redfern. 2025 fall date still tentative.
 - 1. Select dates and create action plan
 - a. Purpose/Project, Supplies, Volunteers
- C. 24-25 Banner Schedule – Project Lead:
 - i. Veteran banners come down the 16th of November when we swap to Christmas.
- D. Downtown Lighting Update – Project team: Dillin and Jamie have stayed in contact with the city, 22 are finished working on another 17 hopefully done before thanksgiving trying to just wait on the rest till after New Years so we don't have to keep taking down and putting up things.
 - i. \$380,000 from the City of Tahlequah, \$200,000 from the Cherokee Nation.
 - ii. Includes Muskogee Ave, Norris Park, and Delaware and Keetoowah from Water Ave to College Ave.
 - iii. Set meeting with speaker company from Enid – Jamie Hale has info.
- E. OU IQC – Project Team: *Lora Buechele, Taylor Tannehill (CoT), Austin Patton (CN), Jamie Hale*
 - i. Final projects have been completed and mailed – **PROJECT CLOSED**
- F. Christmas Decorations – Project Lead/Team: **Dillin Springwater**
 - i. 2023 ended with 18 pole sponsors, 18 wreaths have been purchased!
 - ii. 23 more poles (\$17,250) need to be sponsored to complete Muskogee Ave
 - iii. Christmas 24 action plan should be updates
 - 1. Decoration prep/inventory, layout, fundraising, installation dates and labor, take down dates and labor, put up after Veterans day and before ladys night out shooting for the 16th of Nov. Tree goes up before Thanksgiving shooting for the 23rd but we can do any good day between 16-23rd of Nov. We take down the Second week of January. We will have a good amount done this weekend the 27th of October with RiverValley

4. Regulations & Enforcements

- a. Create an outline of the food truck ordinance for downtown merchants
 - i. Review other ordinances to see if they also need a “cheat sheet”

Future Activities & Project Ideas:

- 1. Design education and technical assistance.

- 2. Financial assistance and incentives.**
- 3. Public improvements and open spaces.**
 - a. Implementation of OU IQC projects once finalized
- 4. Regulations and enforcement.**
 - a. Review current city codes for downtown district, create a synopsis for the committee to discuss areas of concerns, improvements, and opportunities

Closing Notes

Also does anyone want to take on any lead positions Ill stay involved with everything but would be good to have one person per just in case something happens to me.

Next Meeting Nov 16th before we go out and finish decorating, and veteran banner take down.

I need to get with Rian and Jamie about big event, trying to decide on December meeting



Org Committee Recap Sept –Nov 2024

I. Spoke with Tahlequah High Scholl JROTC about volunteering throughout year for events and clean up days.

II. Education-

III. Fundraising –

A. Partnership packet

Completed and Ready

B. Awards Banquets

- Sydney, will be working with Leadership and Exec to help her form a committee to finalize plans for the banquet.

IV. Volunteers

- a. Org is working on a volunteer mingle for recruitment of volunteers tentatively scheduled for March 27th 2025 1730 -1900 @ TMSA outside
- b. Revisiting the JROTC in Dec for volunteers again, their new advisor will be starting in December.
- c. Going to visit with Mindy baker about including the S-Club girls in volunteering for events
- d. Revisiting kappa Sigma and other school organizations that might need volunteers hours
- e. Reaching out through social media for volunteer candidates.

