

MINUTES
LAKE TEXOMA ASSOCIATION
BOARD OF DIRECTORS MEETING

Tuesday, March 20, 2018
Chickasaw Pointe Golf Club, Kingston, OK

1. Opening: 11:40 am

Executive Director Weir opened the meeting.

2. Roll Call:

Members Present: Christie Bliss, Kristie Cannon, Carolyn Fajardo, Angel Green, Lindsay Harber, Rick Lemon, Ed Mathews, Bill Ptomey, Gigi Rhoten, Bubba Thompson, Kenny Wheeler

Members Absent: William Bain, Marsha Cordle, Jason Cottingame

Guests: Chris DuRoy, Donna Dow, Kelsey Dyes, Erin McDaniel

3. Minutes Approval:

Approval of February 20th minutes; Motion by Bill Ptomey; 2nd by Angel Green; motion passes

4. Financial Report: Terri Weir

Weir provided the board with an up-to-date balance sheet and explained recent expenses.

Approval of financial report: Motion by Angel Green; 2nd by Kristie Cannon; motion passes.

5. Director's Report: Terri Weir updated the board on the current amount brought in by annual dues. The LTA visited several venues around the lake this past Saturday for the 3rd annual Burning of the Socks. Weir gave examples of what Buncombe Creek offered for the event and indicated that the LTA staff might be able to make themselves available to assist venues for next year's event to help bring new ideas to other venues. Weir informed the BOD that the gift shop inside the LTA office is now open and vinyl signage has been put on the front door to the building, and new signs have been put up by Hwy. 70 and by the LTA office driveway. Board member Bubba Thompson is still doing videos to promote the LTA and Lake Texoma quite frequently. The board was informed that the LTA has had an increase in social media activity recently. Weir attended the Backwoods Hunting & Fishing Show a couple of weeks ago and it was successful, however, the LTA may consider not attending that show again, due to having fishing guides present who are also promoting Lake Texoma with our Lake Texoma Guide books. Weir informed the board that we do offer website advertising for members/businesses for \$300 annually. Weir asked the board their thoughts on the Miss Lake Texoma Pageant and if we should consider holding the event in a way that will make the winner eligible for the Miss Oklahoma and Miss Texas pageants. There was some discussion and the LTA staff will bring more information to next month's meeting. Weir informed the board that the LTA office was contacted by the Toby Keith Foundation and they are considering holding an event on Lake Texoma in the future. Weir was contacted by Okie Wild Productions about possibly having a segment centered around Lake Texoma and fishing guides. Weir is going to look into this more. The board was informed that Tanglewood has a new general manager and Weir has met with him. We have received most of the outstanding funds for the 2018 Guide to Lake Texoma advertising. LTA staff met with Sharon Sessoms about a possible co-op radio advertising opportunity for LTA members and Weir will send out more information on this.

6. President's Report: None

7. USACE Report: None

8. Chamber Update:

Kenny Wheeler informed the board that everything is going well at the Marshall County Chamber. They recently served food at a local livestock show and did well with that.

Donna Dow updated the board on upcoming events for Denison Main Street. The next event is the Doc Holliday Festival, April 28th.

9. Old Business

None

10. New Business

- a. Approval of new BOD member, Kelsey Dyes: Motion made by Christie Bliss; 2nd by Kristie Cannon. Motion passes.
- b. Approval of new BOD member, Erin McDaniel: Motion made by Christie Bliss; 2nd by Kristie Cannon. Motion passes.
- c. Approval of new member-Grey Acres Country Wedding & Events, LLC.: Motion made by Carolyn Fajardo; 2nd by Kristie Cannon. Motion passes.

11. Committee & Special Reports-None

Adjourn: Kenny Wheeler made a motion to adjourn; Carolyn Fajardo made a 2nd; Motion passes.

Adjourn: 12:27