

This is to certify that in conformity with the Oklahoma Open Meeting Act, public notice of the date, time and place of this meeting was filed with the City Clerk of Durant on the 5th day of May, 2020 and that an agenda of said meeting was posted at the place of such meeting at 3:00 p.m. on November, 9 2020.

**MINUTES OF THE REGULAR MEETING OF THE DURANT TOURISM ECONOMIC DEVELOPMENT AUTHORITY OF November 12th, 2020, 2020 AT 3:00 PM, Roscoe J. Hatfield Council Chambers, 300 West Evergreen, Durant, Oklahoma**

**CALL TO ORDER**

Chairman Jim Thorpe called the meeting to order at 3:05 p.m.

**INVOCATION/FLAG SALUTE**

Trustee Reed provided the invocation. Trustee Anthony led the flag salute.

**ROLL CALL**

Present:

Trustee Debbie Anthony  
Trustee Charles Calhoun  
Trustee Tammy Cross  
Trustee Brandon Johnson  
Trustee Janet Reed  
Vice Chairman Danny Sherrer  
Chairman Jim Thorpe

Chairman Thorpe declared a quorum.

**ORDER OF BUSINESS**

1. **Consideration and Action - Approval of Minutes for**
  - a. **October 14, 2020 Regular Called Meeting**

APPROVED

Motion was made by Trustee Reed and seconded by Trustee Anthony to approve the regular called meeting minutes of October 14, 2020.

Ayes: Anthony, Cross, Calhoun, Reed, Sherrer, Thorpe

Abstain: Johnson

**2. Review DTEDA Financial Reports – September 2020 - Treasurer**

Jennifer Taylor presented the Durant Tourism Economic Development Authority (DTEDA) Financial Report – September on behalf of the Durant City Treasurer. Ms. Taylor stated that we are slowly starting to get back to the normal sales before the COVID-19 pandemic, tourism is still trending upwards. Trustee Calhoun asked about the beginning balance. There was clarification that the beginning balance reflects the budgeted balance for the fiscal year, rather than the total amount the Authority has at its discretion. Trustee Calhoun would like to see the budgeted balance along with the total amount in the bank.

**3. Discuss and Consider Amendment to authority bylaws to elect secretary and treasurer for DTEDA**

APPROVED

The attorney for the Authority came up to speak and stated that the bylaws for the authority have been changed to stipulate that a secretary will be elected annually. The attorney for the Authority also stated that the bylaws for the authority have been changed to stipulate that a treasurer will be elected annually as well. The City does not want to provide secretarial or treasurer services to the Authority any longer and are not obligated to.

Motion was made by Trustee Reed and seconded by Vice Chairman Sherrer to amend to the authority's bylaws to elect secretary and treasurer for DTEDA.

Ayes: Anthony, Calhoun, Cross, Johnson, Reed, Sherrer, Thorpe

**4. Discuss and Consider Approval of Contract with City of Durant for Administrative Services**

The Authority's attorney stated that the contract for administrative services will start on December 1<sup>st</sup>, 2020 and end on June 31<sup>st</sup>, 2021. The additional fees that will be paid to the City of Durant as determined by the City Manager and the officers under his direction. Both parties can terminate agreement with 60 days advanced notice prior to the end of the present term. The attorney read the entire contract to the DTEDA. In reference to the audit, it will be the same formula that the treasurer uses and the same process.

Motion was made by Trustee Reed and seconded by Vice Chairman Sherrer to approve the contract as read.

Ayes: Anthony, Calhoun, Cross, Johnson, Reed, Sherrer, Thorpe

**5. Discuss and Consider Approval of Grant Application – FLW/FLW Series**

APPROVED

FLW/FLW Series representative was in attendance to talk to the DTEDA. He apologized about the advertising that was not approved by the Authority. Chris Hoover explained how the tournament would be implemented. He stated that about 1.2 million dollars in economic impact will occur to the local community. All the preferred hotels and restaurants will be listed, and anglers will be encouraged to stay in the surrounding area.

Motion was made by Trustee Johnson and seconded by Trustee Cross to approve the grant application for the FLW/FLW Series.

Ayes: Anthony, Calhoun, Cross, Johnson, Reed, Sherrer, Thorpe

**6. Discuss and Consider Approval – 2021 DTEDA Meeting Schedule**

APPROVED

The schedule for 2021 is on the same day at the same time.

Motion was made by Trustee Reed and seconded by Trustee Calhoun to approve the 2021 DTEDA Meeting Schedule.

Ayes: Anthony, Calhoun, Cross, Johnson, Reed, Sherrer, Thorpe

**7. Discuss and Consider Approval of Advertising**

a. Butterfield Overland Trail

APPROVED

Motion was made by Vice Chairman Sherrer and seconded by Trustee Calhoun to approve of Butterfield Overland Trail advertising.

Ayes: Anthony, Calhoun, Cross, Johnson, Reed, Sherrer, Thorpe

b. Southern Travel & Lifestyle Magazine Proposal

No Action

c. Television Advertising

No Action

There was extended discussion about the advertising proposals listed above. Durant is in the Butterfield Overland Trail which is in an advertised travel brochure. They have requested 1,500 dollars in order to feature Durant in the brochure. They distribute 40,000 brochures across the five states featured on the trail. The trail comes through Durant as well. For Southern Travel and Lifestyle Magazine, no action was taken due to the DTEDA examining

other publications. They will be looking at other publications with good reputations. For television advertising, there was no action because there was not a specific audience that the television advertising would target. The DTEDA wants to create a plan regarding television advertising that specifically targets an audience more likely to visit Durant. The DTEDA thinks that random television ads would not be very effective pertaining to getting people to come visit Durant, and believe strategic targeted ads would be more effective.

**8. Discuss and Consider Approval for Durant Area Chamber of Commerce (Representative of DTEDA) monthly service fee for December 2020.**

APPROVED

Motion was made by Trustee Calhoun and seconded by Vice Chairman Sherrer to approve of the Durant Area Chamber of Commerce monthly service fee for December 2020.

Ayes: Anthony, Calhoun, Cross, Sherrer, Thorpe

Abstain: Reed

**9. Informational Items**

- a. Durant Area Chamber of Commerce Activity Report
- b. Marketing Techs Report

Jennifer Taylor reported both on the Durant Area Chamber of Commerce Activity and the Marketing Techs Report. For the chamber side of things, they sent the same ad they used for Discover Durant to Lake Texoma. They have met with Jason, a videographer, they will be developing another ad. Marketing Techs representative was not here to speak, but will be back next month to give a report. We had about 500 clicks last month from advertising.

**10. Report from Choctaw Nation Tourism Department**

Joe McDaniel from the Choctaw Nation Tourism Department had three things to report. The cultural center that people have been waiting on is set to open March 20, 2021. For a fishing event, the Cat Masters fishing tournament will be coming back January 22<sup>nd</sup> and 23<sup>rd</sup>, it will be on Lake Texoma. Finally, National Finals Rodeo (NFR) will be in Arlington, Texas this year. Choctaw casino will be the premier for the NFR this year. There will be efforts made to bring as many people as possible to Durant from Arlington.

**11. Old Business**

There was no old business.

**12. New Business**

There was no new business.

**Adjournment**

Motion was made by Trustee Calhoun and seconded by Trustee Anthony to adjourn meeting.

Motion Passed with the following vote:

Ayes: Anthony, Calhoun, Cross, Sherrer, Thorpe

This is to certify that the foregoing is a true and complete copy of the original minutes in draft form. The minutes contained herein have not been approved by the Durant Tourism Economic Development Authority and are scheduled to appear on the December 9th, 2020 regular agenda for consideration.

**BLAKE M. HOFFMAN, ADMINISTRATIVE SPECIALIST  
CITY OF DURANT, OKLAHOMA**

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