



## Board of Directors Meeting

March 22, 2021 – 4:00 p.m.

Cameron University, McCasland Ballroom B & C, McMahon Centennial Complex  
501 S.W. University Drive, Lawton, Oklahoma

### Agenda

- I. Call to Order/Roll Call, establish quorum, and ensure public notice requirements have been met.
- II. Introduction of any Guests
- III. Community Reports
  - o City of Lawton
  - o Fort Sill
  - o Cameron
  - o Great Plains Technology Center
  - o LEDC
  - o FISTA/FIRES Chapter AUSA – Frontier Team
  - o Oklahoma Turnpike Authority
  - o Lawton Area Metropolitan Area Airport Authority
  - o County Commissioners
  - o Board of Realtors
  - o Senator Inhofe's Office
  - o Senator Lankford's Office
  - o Congressman Cole's Office
  - o Lawton Public Schools
- IV. Presentation by Lawton Public Schools
- V. Chamber Reports
  - a. Chair's Discussion – Mark Scott
    - Nominating Committee
    - April – Month of the Military Child
    - IT Committee
    - JET Force update
  - b. CEO/President's Report – Krista Ratliff
    - 2021 Chamber Initiatives
    - Grow the 580
    - Membership
    - Upcoming Events
  - c. Hotel-Motel Tax Representative Report & CVB Report – Carrie Paye
    - Average occupancy activity for Lawton
    - CVB Event Updates
  - d. Redcoats Report – Tom Abram
  - e. Financial Report – Austin Rabon
    - Review February 2021 Financials
- VI. Consent Agenda
  - a. Consider acceptance of the February 22, 2021 Board of Directors Meeting Minutes
  - b. Consider recommendation to approve February 2021 Membership Report.
  - c. Consider recommendation to approve February 2021 Financials.
  - d. Consider recommendation to approve the February 2021 City Council Report.
  - e. Consider recommendation by the CVB Advisory Council to **approve** funding in the amount of \$1,000 for the Lawton Mural Brochures out of CVB Marketing and Advertising funds. The Lawton Public Art/Mural Brochure will be a 56-page brochure locating all of the community's public art murals, including information, background, and history of each project. A trivia contest and answers will also be provided to increase user engagement, as well as a website and monthly contests featuring user photo submissions as they visit. The Lawton Constitution is requesting \$2,500 from the Lawton Fort Sill Chamber/CVB which would be listed as the lead sponsor and include advertising on all pages of the event website. The Chamber/CVB would also have an ad on the back cover of the brochure.

- f. Consider recommendation by the CVB Advisory Council to **approve** funding in the amount of \$500 from Special Events funding for the Christian Motorcyclists Association “Thunder and Lightning in the Wichitas” event. The event is expecting at least 100 out of state participants and an estimated total of 400+ participants. The event is expecting an estimated 300-400 room nights. The funding formula showed a value of \$5,800 for this event. In 2020, the CVB awarded funding in the amount of \$1,500.  
*The “Thunder and Lightning in the Wichitas” Annual Rally is scheduled for April 22-25, 2021.*
- g. Consider recommendation by the CVB Advisory Council to **approve** funding in the amount of \$2,000 from Special Events funding for Rumble on the Plains event. The event is expecting an estimated 80-100 room nights. The funding formula showed a value of \$3,800 for this event. In 2019, the CVB awarded funding in the amount of \$750.  
*The Rumble on the Plains mixed martial arts tournament will be held on June 26, 2021 the event location is TBA.*
- h. Consider recommendation by the CVB Advisory Council to **approve** funding in the amount of \$1,900 from Special Events funding for the Lawton PRCA Xtreme Bull Riding event. The event is expecting 2,000 local attendees and 500 out of state attendees for a total participation of 2,500. The event is expecting 70 room nights. The funding formula showed a value of \$2,000 for this event. In 2020, the CVB awarded funding in the amount of \$1,900.  
*The Lawton PRCA Xtreme Bull riding event will be held on April 2<sup>nd</sup> & 3<sup>rd</sup>, 2021 at the LO Ranch.*
- i. Consider recommendation by the CVB Advisory Council to **approve** funding in the amount of \$5,000 from Special Events funding for the Ambucs Great Plains Regional Conference. The event is expecting 70 local participants, 50 regional participants, and 20 out of state participants for a total participation of 140. The event is expecting a total of 560 room nights. The funding formula show a value of \$5,900 for this event.  
*The Ambucs Great Plains Regional Conference will be held from April 29-May 2, 2021*

**ACTION:** Motion to approve/amend/disapprove Consent Agenda.

#### VII. Business

- a. Consider recommendation to remove Sylvia Burgess and Jason Hensley as authorized individuals from the corporate credit card with Arvest Bank and replace with Krista Ratliff as the new CEO for the Chamber.  
**ACTION:** Motion to approve/amend/disapprove recommendation to remove Sylvia Burgess and Jason Hensley as authorized individuals from the corporate credit card with Arvest Bank and replace with Krista Ratliff as the new CEO for the Chamber.
- b. Consider Chair’s appointment of the Nominating Committee Slate.  
**ACTION:** Motion to approve/amend/disapprove Chair’s appointment of the Nominating Committee Slate.

#### VIII. New Business

#### IX. Adjourn