

**MINUTES
LAKE TEXOMA ASSOCIATION
BOARD OF DIRECTORS MEETING**

**April 27, 2017
Lake Texoma Association Office
Kingston, Oklahoma**

1. Opening: 9:35am

President Will Bain opened the meeting at 9:35am.

2. Roll Call: Quorum

Members Present: Will Bain, Marsha Cordle, Cathy Frazier, Rick Lemon, Ed Mathews,

Members present via conference call: Edward Phillips, Gigi Rhoten, Pam Young

Members Absent: Bill Bailey, Christie Bliss, Debra Hass, Bill Ptomey, Kenny Wheeler

Guests: Joe Custer

3. Minutes Approval:

Approval of March 23rd minutes: Motion by Ed Mathews; 2nd by Rick Lemon. Motion carries.

4. Financial Report: Carolyn Fajardo & Terri Weir

Carolyn Fajardo updated the board on the three financial accounts and their current balances.

Approval of financial report: Motion by Marsha Cordle; 2nd by Cathy Frazier. Motion carries.

5. Director's Report:

Executive Director, Weir gave the board an update on activities for the month, i.e. events and meetings attended and upcoming events that the LTA staff will be attending, such as, the Best of Texoma Gala and Magnolia Festival. Mrs. Weir informed the board that the LTA will locate the title for the LTA van so it can be sold soon. Fireworks will be on July 3rd this year and Weir has been in contact with Ryan Chapman regarding planning of those. The bank forms adding Terri Weir to the accounts have been signed. The billboard on Hwy. 70 is up and was paid for in part by those listed on billboard. Weir presented information to the board regarding a potential future partnership with the Herald Democrat, which would allow more Lake Texoma guides to be distributed in the north Texas region and would be beneficial to both organizations. The board was informed that the website has been updated to list members and links to their businesses. The OTRD paperwork is completed and will expend the allocated tourism funds for the year. This OTRD reimbursement needs board approval.

Approval of OTRD reimbursement: Ed Mathews made a motion; 2nd by Will Bain. Motion carries.

Weir made a presentation to the board regarding possible new logos for a re-branding campaign. The board agreed to vote on a new logo removing the word region from the logo.

Approval of removal of "region" from LTA logo: Rick Lemon made a motion; 2nd by Marsha Cordle. Motion carries.

Approval of new logo: Marsha Cordle made a motion; 2nd by Cathy Frazier. Motion carries.

6. President's Report

President Bain presented two new board members names to the board. Kristie Cannon is from Johnston County and would fill the Johnston County seat. President Bain also informed the board that he felt it would be beneficial to add Carolyn Fajardo to the board as a financial chair, if she was interested. The board also discussed the fact that the accounting work Fajardo has done up to this date would be submitted by invoice and she would no longer be a paid vendor for the LTA, but a board member, if approved.

Approval of Christie Cannon to fill Johnston County board seat: Marsha Cordle made a motion; 2nd motion by Pam Young. Motion carries.

Approval of Carolyn Fajardo to fill an open board vacancy as financial chair: Ed Mathews made a motion; 2nd motion by Rick Lemon. Motion carries.

7. USACE Report: Joe Custer

Preston Bend Park will reopen after being closed for two years. There are water lines in some areas being replaced. No decision on North Island has been made yet. The major wants more information before a decision is made. The LTAC is May 10th and LTA Executive Director Weir will provide a briefing. There some additions to the dam gates are currently being added. The new Master Plan is finished and Joe will get it out to Terri so it can be emailed out and posted on the LTA website. A question as to why the 24/7 generation, was asked. Mr. Custer said his understanding is there will be a unit shut down relatively soon and the generation will help with that.

8. Chamber Update:

9. Old Business

10. New Business

- a. Approval of resignation of board member, Deb Hass.
- b. It was brought up that Weir and Burkhalter are both working with the OMA and it was agreed that it is not an issue.

Approval of resignation of Deb Hass: Cathy Frazier made a motion; 2nd by Ed Mathews. Motion carries.

11. Committee & Special Reports

Bash chair, Cathy Frazier has stepped down. Brandi Burkhalter will take her place and will continue with Bash efforts. An update was given on status of Bash planning.

Adjourn: Cathy Frazier made a motion to adjourn; 2nd was made by Rick Lemon. Motion carries.

Adjourn: 11:05