



Tourism Council

Monthly Meeting February 9, 2023 @ 8:00 am
123 Delaware Chamber Board Room Tahlequah, OK 74464

Mission: Develop and implement tourism promotion strategies and leverage partnerships to maximize economic growth for the area.
Vision: Foster tourism as a mechanism for economic growth in the Tahlequah area by showcasing our unique heritage, culture, natural beauty and small town charm.

Tourism Council Leadership:	Genny Maiden, Chair	Traci Huggins, Vice Chair	Callie Chunestudy, Secretary
TACC Tourism Department:	Gena McPhail, Tourism Director	Alex McBride, Tourism Mgr	Clay Pendergraft, Tourism Spec.
Tourism Council Members:	Candy Jarvis, At Large	Austin Spears, Illinois River	Beth Cohenour, Illinois River
Junior Sierra, Restaurateur	Brian Manley, NSU	Jill Herrlein, Tahlequah Trails	Austin Patton, CN Spec Projects
Brandi Ross, CNB Strategic Ops	Les Daniels, County Clerk	Whitney Shaw, City Clerk	
Marketing, Explore Cherokee County	Marketing, Tour Tahlequah	Leadership & Governance	
Gena McPhail, Chair	Alex McBride, Chair	Genny Maiden, Chair	

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| 1. Call to Order @ | Genny Maiden |
| 2. Roll call & Guest Introductions | Callie Chunestudy |
| 3. Discussion & possible action on Minutes | Genny Maiden |
| 4. Discussion & possible action on Financials | Genny Maiden |
| 5. Discussion & possible action on 2023-2025 Strategy Plan next steps | Genny Maiden |

6. Tourism Director's Report	
Tour Tahlequah - Monthly Highlights - Ongoing Promotions - Print Ads	Explore Cherokee County - Monthly Highlights - Ongoing Promotions - Print Ads
- Mobile Tourism Center, Visitor Guide, Other	

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| 7. Tour Tahlequah Social Media & Website results | Alex McBride |
| Explore Cherokee County Social Media & Website results | |
| 8. Committee Updates | |
| - Tour Tahlequah Marketing next meeting Wednesday, March 22 @ 3:30 PM | Alex McBride |
| - Explore Cherokee County Marketing next meeting Thursday, March 2 @ 11:30 am | Gena McPhail |
| - Leadership next meeting Tuesday, Feb 21 @ 11:30 am | Genny Maiden |
| 9. Tahlequah Trails Update | Jill Herrlein |
| 10. Main Street Update | Austin Patton |
| 11. Chamber Update | Becca Owen |
| 12. New, Unforeseen business since posting the Agenda | Genny Maiden |
| 13. Announcements & Open discussion | Genny Maiden |
| 14. Next meeting Thursday, March 9 @ 8 am | Genny Maiden |
| 15. Adjourn @ | Genny Maiden |

Meeting Packet documents

- Meeting Agenda	- Financial Scorecards	- 2023-2025 Strategy Plan
- Contact List Council members	- Tourism Director's Report	- 2023 Meeting Dates
- Meeting minutes	- Tourism Social Media & Website results	