



## CHEROKEE VILLAGE ADVERTISING AND PROMOTION COMMISSION

### Meeting Minutes Thursday April 25, 2024

Commissioners Present: Rhodes, Decker, Steen, Walton, Rowland and R Smith in person. John Norberg, Kelly Harrison and Heather Harrison also present.

Meeting called to order by Rhodes (3:00 pm)

**Minutes:** March 28, 2024 minutes accepted with changes. R Smith, Steen

**Financials:** No financial report until May

#### Old Business:

2024 Solar Eclipse Festival: Rhodes and A Smith are working on final financial report and general report about the Eclipse Festival and hope to have it ready for approval by the CVA&P commissioners before the May city council meeting. There are still invoices being billed for water and porta-potties, money coming in from merchandise sales through the Welcome Center (\$1,000 sold) and Pie Fest, expenses to photographer, videographer, Ozark Classic Craft Mall to be paid and 25% of beer profits need to be donated per ABC. Rhodes needs to clarify "profits" with ABC. There was an after action meeting with city officials, several news outlets including KAIT and the public April 16 at 10am. Top 3 lessons learned: 1. It was worth the time, effort and expense to put on the Eclipse Festival and there will be lasting effects from it; 2. No more 3 day events! One day festivals are enough and not as big a drain on volunteers, etc.; and 3. Make sure events are priced and planned for locals in addition to tourists. Tammy Curtis with the Chronicle submitted a FOIA request for audio recordings of the April 16 meeting and eclipse expenses. Rhodes and city clerk working on that. Our social media gained many new followers as a result of the fest and our volunteer base is growing due to the fest too. The airport had 46 planes come in that weekend, had 5 porta-potties of ours. Strengthen our relationship with the airport.

AIRBNB/VRBO rental tax collection: no updates.

Grant from CREATE BRIDGES: Nothing new on Voyage update.

Website updates: Eclipse fest moved on website and Pie Fest/5K run now prominent on homepage. After Pie Fest, Farmers Market/Pancake breakfast will be on homepage, then Thunder on Thunderbird after Memorial weekend. We will continue to rotate special events on homepage to be more visible. Working on tab where meeting minutes, financials and commissioners are visible.

Vacant Commissioner Position: tabled until May meeting. R Smith, Decker

Thunder on Thunderbird July 4 Rowland is waiting on the Gladiator contract. Rhodes is assisting. Donation letter to businesses and Thunderbird and Sequoyah lakefront owners will go out after Pie Fest.

#### New Business:

South golf course restaurant will open this weekend.

#### Community Calendar

Apr 25, 2024 Ozark Gateway Tourism Region Annual meeting/banquet-Walton going to represent us.

Apr 27, 2024 Pie Fest & 5K Pie Race

May-ACNA Music in May Thursday evenings

May 25-July 27-Spring River Farmer's Market

July 4-Thunder on Thunderbird

Dec 2-Christmas in the Village

**Next Meeting:** Thursday May 23, 2024 at 3 p.m.

Meeting Adjourned at 3:54 p.m. R Smith, Decker

Respectfully submitted by:

Julie Decker

Minutes approved by A&P Commission \_\_\_\_\_(date)