



# City of Broken Arrow

## Minutes Visit Broken Arrow

City Hall  
220 S 1st Street  
Broken Arrow OK  
74012

**Chairman Brian Dean**  
**Vice Chair Tommy Yardy**  
**Gene Barber**  
**Ben Buie**  
**Lisa Ford**  
**Craig Hagin**  
**Kathy Muskrat**  
**Sonja Schneider**  
**Trevor Swanson**

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**Tuesday, April 8, 2025**

**Board Chambers**

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### 1. Call to Order

Vice Chair Tommy Yardy called the meeting to order at approximately 3:30 p.m.

### 2. Roll Call

**Present:** 6 - Gene Barber, Tommy Yardy, Craig Hagin, Trevor Swanson, Lisa Ford, Kathy Muskrat  
**Absent:** 3 - Brian Dean, Ben Buie, Sonja Schneider

### 3. Presentations

#### A. 25-466 Update from the Museum Broken Arrow

Makala Barton, Tourism Manager, introduced Mickel Yantz, Executive Director of the Museum with over 20 years of experience. He has worked at institutions ranging from the Smithsonian to the Cherokee Nation Museum, where he created over 60 exhibits. He also developed the Sanditen/Kaiser Holocaust Center at the Sherwin Miller Museum and contributed to the OKPOP Museum with the Oklahoma Historical Society. Currently, he has been with The Museum Broken Arrow for the past six months and has taught museum studies at the University of Oklahoma for 14 years.

Mickel Yantz presented updates regarding The Museum Broken Arrow, which is celebrating the 50th anniversary of the Historical Society and planning major updates, exhibits, and events for 2025. The museum, located in its current building for 16 years, is enhancing exhibits with grant funding and expanding partnerships. Upcoming highlights include local artist showcases, a historical photo comparison exhibit, and events like the Rooster Day Pioneer Dinner featuring a fried chicken competition, a murder mystery night, and the annual Night for the Museum fundraiser with a 1975 disco theme. The museum has also boosted its gift shop through local vendor consignments and is actively growing community engagement through social media and partnerships.

#### B. 25 478 Presentation regarding Fiesta De Mayo 2025

Erin Hofener, Marketing Coordinator, introduced Vega & Treviño, Margarita Vega, and

Francisco Treviño to organize the Fiesta de Mayo event in the Rose District. They've been outstanding collaborators, deeply connected to both the Broken Arrow and wider Tulsa Hispanic communities. Ms. Vega will share details about this year's event, which promises to be an exciting and fun celebration.

Margarita Vega discussed Fiesta de Mayo, now in its fifth year, is Broken Arrow's only and largest Hispanic-themed event, created to authentically and respectfully celebrate Latino culture. Organized by Margarita and Francisco of Vega and Treviño, the festival has grown from just 12 vendors to an expected 60 this year, featuring local businesses, diverse performers, and community involvement. Highlights include a taco-eating contest with a cash prize, a Selena look-alike contest, kids' activities, and performances representing various Latin American cultures. Sponsored by Supermercados Morelos and warmly supported by the city, the event reflects a strong and growing connection between the Latino community and Broken Arrow.

Fiesta de Mayo will take place on May 3 from 4:00 to 10:00 p.m. The event continues to grow, with sponsors like We Street, Pop Culture Balloon, and AVB Bank, which also hosts a VIP sponsor reception the night before. The festival includes food, music, cultural performances, kids' activities, contests, and an art show, all celebrating and sharing Latino culture with the Broken Arrow community.

#### **4. General Visit Broken Arrow Business**

##### **A. 25-467      Consideration, discussion, and possible approval of the meeting minutes from the February 11, 2025 Visit Broken Arrow meeting**

MOTION: A motion was made by Craig Hagin, seconded by Kathy Muskrat  
**Move to Approve Item 25-467 meeting minutes from 11, 2025 Visit Broken Arrow meeting**

The motion carried by the following vote:

**Aye: 6 -**      Gene Barber, Tommy Yardy, Craig Hagin, Trevor Swanson, Lisa Ford, Kathy Muskrat

##### **5. Board members' Opportunity to Address Visit Broken Arrow on General Topics Related to City Business or Services (no action may be taken on matters under this item) - NONE**

#### **6. Tourism Director Report Including Updates on the Following:**

##### **A. 25-464      Presentation and discussion of the year-to-date available budget report**

Makala Barton, Tourism Manager, shared a few key budget updates. The \$25,000 cost for fireworks at the block party will now come from the Visit Broken Arrow budget, having previously been shifted between departments. Danny Littlefield, Deputy City Attorney discussed the long-standing \$25,000 annual marketing agreement with Bass Pro is under review as the original terms, which included advertising in a now-obsolete hunting guide, no longer feel effective. The team is working with Bass Pro's marketing staff to ensure better use of funds, potentially suggesting alternatives like store displays or visitor guide placements. The agreement, initially a 20-year deal, is transitioning to one-year renewals, offering more flexibility for changes.

Lastly, Visit Broken Arrow received approval to purchase a mid-sized truck using reserve funds, which will help with transporting event materials and serve as a mobile advertising piece once wrapped. Overall, the upcoming fiscal year budget remains flat with no requested increases.

**B. 25-465**

**Presentation and discussion of updated hotel/motel tax collection report**

Makala Barton, Tourism Manager, discussed item 25-465. March tourism numbers have declined to near 2022 levels, prompting the Visit Broken Arrow team to move forward with developing a new five-year strategic plan. Several consultants have submitted proposals, and part of their scope will include analyzing hotel tax and tourism revenue data to offer expert insights and recommendations. While factors like administrative transitions, weather, and fewer significant events may have influenced the dip, the strategic plan aims to provide a clearer picture and guide future efforts. The last plan was from 2017 and is now outdated due to the city's growth. The new plan is set to be completed by October, and the tourism board will serve as a key stakeholder group, participating in upcoming focus meetings throughout the summer.

**7. Adjournment**

The meeting was adjourned at approximately 4:00 p.m.

MOTION: A motion was made by Lisa Ford, seconded by Trevor Swanson

**Move to Adjourn**

The motion carried by the following vote:

**Aye: 6 -** Gene Barber, Tommy Yardy, Craig Hagin, Trevor Swanson, Lisa Ford, Kathy Muskrat

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Chairperson

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Secretary