



City of Broken Arrow
Minutes
Visit Broken Arrow Meeting

City Hall
220 S 1st Street
Broken Arrow OK
74012

Chairman Brian Dean
Vice Chair Tommy Yardy
Member Ben Buie
Member Lisa Ford
Member Craig Hagin
Member Chuck Maresca
Member Kathy Muskrat
Member Sonja Schneider
Member Trevor Swanson

Tuesday, August 8, 2023

Time 3:30 p.m.

Council Chambers

1. Call to Order

Member Ben Buie called the meeting to order at approximately 6:30 p.m.

2. Roll Call

Present: 6 - Ben Buie, Brian Dean, Chuck Marseca, Kathy Muskrat, Sonja Schneider, Trevor Swanson

Absent: 3 - Lisa Ford, Craig Hagin, Tommy Yardy

3. General Visit Broken Arrow Business

A. Consideration, discussion, and possible approval of the meeting minutes from the July 11, 2023 Visit Broken Arrow meeting

MOTION: A motion was made by Brian Dean, seconded by Sonja Schneider.

Move to approve the meeting minutes from the July 11, 2023 Visit Broken Arrow meeting

The motion carried by the following vote:

Aye: 6 - Ben Buie, Brian Dean, Chuck Marseca, Kathy Muskrat, Sonja Schneider, Trevor Swanson

B. Consideration, discussion, and possible approval of the Professional Outdoor Media Association grant reimbursement for the Professional Outdoor Media Association Business Conference in the amount of \$15,000.00

Interim Tourism Director Erin Hofener reported the original grant request was over \$15,000 dollars; however, based on grant guidelines, the number of hotel rooms equaled \$15,000 dollars. She recommended approval.

MOTION: A motion was made by Ben Buie, seconded by Brian Dean.

Move to approve the Professional Outdoor Media Association grant reimbursement for the Professional Outdoor Media Association Business Conference in the amount of \$15,000.00

The motion carried by the following vote:

Aye: 6 - Ben Buie, Brian Dean, Chuck Marseca, Kathy Muskrat, Sonja Schneider, Trevor Swanson

C. Consideration, discussion, and possible approval of the Northeastern State University Foundation, Inc. grant funding for the Mid-America Intercollegiate Athletics Association Advancement Conference in the amount of \$1,250.00

Ms. Hofener indicated Staff recommended approval of \$1,250 dollars.

MOTION: A motion was made by Brian Dean, seconded by Sonja Schneider.

Move to approve the Northeastern State University Foundation, Inc. grant funding for the Mid-America Intercollegiate Athletics Association Advancement Conference in the amount of \$1,250.00

The motion carried by the following vote:

Aye: 6 - Ben Buie, Brian Dean, Chuck Marseca, Kathy Muskrat, Sonja Schneider, Trevor Swanson

4. Presentations

A. Presentation, discussion, and possible approval of InHouse Advertising's Visit Broken Arrow "Bullseye" marketing concept

Managing Partner of InHouse Advertising, Brian Barlow, introduced Adam Akins, the Majority Partner of InHouse Advertising. He reported InHouse Advertising won an award from Broken Arrow Tourism to put together a campaign promoting the City of Broken Arrow. He discussed why he was chosen to create this campaign, his accomplishments in the marketing field, his social media presence, etc. He discussed the content strategy of the marketing campaign. He displayed a slide listing the campaign goals. He displayed and discussed the “Bullseye” marketing concept which had an arrow right in the center of a bullseye illustrating Broken Arrow was the target for visitors and residents alike. He displayed variations of the Bullseye concept. He discussed the idea of a person dressed to represent Bullseye walking around the City of Broken Arrow drawing attention to businesses and interacting with the public. He stated the Bullseye character would be a likable goofy character who could be used to educate the public about the City of Broken Arrow. He played a video illustrating his Bullseye concept. He stated a Bullseye network of content would be created including a weekly podcast called “Bullseye Network” sponsored and produced by the City of Broken Arrow and Tourism, a TikTok channel called Broken Arrow Bullseye, a Facebook page “Where’s Bullseye”, and a local business sticker campaign “Bullseye Was Here.” He discussed the podcast and possible subject matter. He discussed following Bullseye once a week as Bullseye scaled businesses, capturing the fun and awkwardness of Bullseye engaging in local businesses. He further discussed the Bullseye marketing and social media strategy. He asked the Board to think globally about the proposed marketing campaign and the City of Broken Arrow. He asked the Board to take a risk on the Bullseye marketing campaign.

Chairman Dean asked about the target area for this campaign.

Mr. Barlow indicated the campaign was primarily local, but also regional. He noted the campaign would extend into Tulsa and other outlying areas. He explained the idea was to get the residents of Broken Arrow to tag, share, or comment on the Bullseye content within their personal social media accounts. He explained the television aspect would reach regionally while the social aspect would reach the people locally who had arms regionally as well.

Chairman Dean asked if those looking for “deep discounts” should be the target audience. He indicated in the retail world, margins were pretty slim. He asked if the campaign was bound to deep discounts.

Mr. Barlow responded in the negative; the campaign certainly was not bound to deep discounts. He stated scripting could be revised. He indicated as a business owner he understood Chairman Dean’s concern. He stated it was unfortunate that those who were looking for the deep discounts often had the most time to share a tag, engage, and interact on social media, and he did not want to exclude those who did not have deep pockets. He stated, however, the campaign was multilayered and there were three demographics incorporated. He said the script could be revised, but it was important to remember many individuals did not have deep pockets and these individuals were the loudest and most involved on social media.

Member Ben Buie noted Bullseye could evolve.

Mr. Barlow agreed. He stated it was important for Bullseye to evolve to keep the public engaged in the long term. He said he believed the City and its businesses would organically grow the Bullseye campaign. He noted if the public and businesses did not like Bullseye, it would vanish within six months to a year.

Member Buie noted if a business or individual was having an anniversary party, it could reach out to Visit Broken Arrow and ask for Bullseye to attend.

Mr. Barlow concurred. He discussed the Savannah Bananas baseball team which had a highly successful campaign similar to the Bullseye campaign. He stated the concept was entertainment, engagement, being progressive, and engaging the audience with crazy ideas not normally seen at a baseball game.

Mr. Akins indicated a press release could be sent out, along with posts on social media, advertising a casting call for Bullseye. He stated this would get the local TV stations and the public talking about Bullseye before anyone was even selected.

Mr. Barlow noted that was a great idea. He stated Broken Arrow was a wonderful City, ahead of its time, and could afford to step outside the box and approach a marketing campaign nontraditionally.

Member Sonja Schneider stated she had a 30-year-old single son, and she could see him and his friends enjoying the Bullseye character and the social media aspect of the campaign.

Mr. Barlow stated the 28- to 42-year-old age span was what this campaign was targeting. He

said he pictured Bullseye as a 32-year-old male who was very dynamic and charismatic.

Ms. Schneider noted her son's age group may not make a lot of money, but regularly went out and spent money.

Chairperson Dean asked if Governor Stitt's executive order banning TikTok would present a marketing issue.

Mr. Littlefield responded in the affirmative; a discussion with Scott Carr would need to be held in this regard.

Chairperson Dean noted TikTok was banned for the City, as well as for Oklahoma University. He stated he did not think Broken Arrow could use TikTok as a social media promotional tool.

Mr. Littlefield agreed; according to the policy as it currently stood, this was true.

Mr. Barlow indicated this was a discussion InHouse had proactively. He stated Facebook Reels was a TikTok substitution option. He said there was another company setting up to take TikTok customers. He explained, if not TikTok, there would be other social media sites who could take up the campaign.

Member Trevor Swanson asked how this campaign would track potential travelers to Broken Arrow.

Mr. Barlow stated from a digital standpoint everything was tracked with things such as the landing page, the click funnel, the QR codes, etc., and this would give Visit Broken Arrow an understanding of where most of the visitors were coming from and who was seeing the message. He discussed a future potential billboard campaign to reach specific locations.

Member Buie asked about the funding source for this campaign.

Ms. Hofener responded the funds for this campaign were approved previously.

MOTION: A motion was made by Ben Buie, seconded by Brian Dean.

Move to approve the InHouse Advertising's Visit Broken Arrow "Bullseye" marketing concept

The motion carried by the following vote:

Aye: 6 - Ben Buie, Brian Dean, Chuck Marseca, Kathy Muskrat, Sonja Schneider, Trevor Swanson

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)

Chairman Dean asked if there were any Board Members who wished to address Visit Broken Arrow; there were none.

6. Tourism Director Report including updates on the following:

A. Presentation and discussion of the year-to-date available budget report

Ms. Hofener stated there were no major changes to the budget. She asked if there were questions; there were none.

B. Presentation and discussion of updated hotel/motel tax collection report

Ms. Hofener stated it looked like the City was up year over year in hotel/motel taxes collected. She reported the APT Golf Tournament was being postponed due to maintenance needs in Indian Springs.

Mr. Buie explained Indian Springs Golf Club was having difficulty growing the new lawn for the green. He stated the Tournament was postponed to Labor Day, but he did not believe this would be a workable date and the Tournament would need to be postponed further.

Ms. Hofener stated she was going to begin the quarterly hotel meetings again soon. She indicated she was interested in having some of the Visit Broken Arrow Board Members attend a quarterly hotel meeting to meet some of the hoteliers.

7. Adjournment

The meeting was adjourned at approximately 4:36 p.m.

MOTION: A motion was made by Ben Buie, seconded by Brian Dean.

Move to adjourn

The motion carried by the following vote:

Aye: **6 -** Ben Buie, Brian Dean, Chuck Marseca, Kathy Muskrat, Sonja Schneider, Trevor Swanson

Chair

City Clerk