



City of Broken Arrow
Visit Broken Arrow
Minutes

City Hall
220 S 1st Street
Broken Arrow, OK 74012

Chairman Brian Dean
Vice Chair Tommy Yardy
Ben Buie
Lisa Ford
Kathy Muskrat
Sarah Lopp
Sonja Schneider
Trevor Swanson

Tuesday, July 14, 2026

Board Chambers

1. Call to Order

Chairman Brian Dean called the meeting to order at 3:30 p.m.

2. Roll Call

Present: 7 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Lisa Ford, Tommy Yardy, Brian Dean, Kathy Muskrat
Absent: 1- Ben Buie

3. Presentations

4. General Visit Broken Arrow Business

- A. 26-998 Consideration, discussion, and possible approval of the meeting minutes from the June 09, 2026, Visit Broken Arrow meeting**

MOTION: A motion was made by Lisa Ford, seconded by Kathy Muskrat

Move to Approve Meeting Minutes

The motion carried by the following vote:

Aye: 7 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Lisa Ford, Tommy Yardy, Brian Dean, Kathy Muskrat

- B. 26-1075 Consideration, discussion, and possible approval of Senior Softball USA Oklahoma Championship rebate request for \$3,500**

Donna McGuire spoke to the tourism board regarding this item. Approval is asked for this rebate for the annual softball tournament in Broken Arrow. This past tournament was held in June of 2026. They hosted 32 teams, with 15 players each, with over 640 in attendance. The current rebate is set for \$500 for every 12 hotel room nights, next year the rate will increase to 20 hotel room nights.

MOTION: A motion was made by Lisa Ford, seconded by Brian Dean

Move to Approve item 26-1075

The motion carried by the following vote:

Aye: 7 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Lisa Ford, Tommy Yardy, Brian Dean, Kathy Muskrat

C. 26-1101 Consideration, discussion, and possible approval of the 2026 Tuesdays in the Park sponsorship request in an amount not to exceed \$5000

Janie Green introduced this item to the Board. She detailed attendance numbers and issues they faced regarding weather. The inclusion of a VIP section was well received, as well as numerous activities for family and children included in the weekly event. Additional questions were answered regarding costs for stages, as well as discussion of successful aspects of the event.

MOTION: A motion was made by Tommy Yardy, seconded by Kathy Muskrat

Move to Approve item 26-1101

The motion carried by the following vote:

Aye: 7 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Lisa Ford, Tommy Yardy, Kathy Musgrave
Brian Dean recused himself from voting on this item as he is a sponsor of the event.

D. 26-1103 Consideration, discussion, and possible approval of a film and hotel incentive rebate in the amount of \$18,186.44

Adria Baratta addressed the board regarding a movie production working in Broken Arrow. 15 days of filming were done in Broken Arrow. Ms. Baratta recounted locations where the movie was filmed. She then spoke to the board about future plans for distribution of the film.

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

Move to Approve item 26-1103

The motion carried by the following vote:

Aye: 7 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Lisa Ford, Tommy Yardy, Brian Dean, Kathy Muskrat

E. 26-1104 Consideration, discussion, and possible approval of a film incentive rebate in an amount not to exceed \$55,000

Cassidy Lunnen addressed the tourism board with her new project, a horror film called "A Body in the Woods." The anticipated budget is \$500,000 with 300 room nights and 10 to 20 Broken Arrow hires between September 14th and October 9th.

MOTION: A motion was made by Lisa Ford, seconded by Tommy Yardy

Move to Approve item 26-1104

The motion carried by the following vote:

Aye: 7 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Lisa Ford, Tommy Yardy, Brian Dean, Kathy Muskrat

F. 26-1106 Consideration, discussion, and possible approval of a film incentive rebate in an amount not to exceed \$35,500

Cassidy Lunnen again addressed the tourism board asking for a rebate for a different film project. This project is a romantic comedy featuring the Jewish community. She detailed additional resources the area provides for the project and indicated crew previously hired from Broken Arrow would be a benefit to the production.

MOTION: A motion was made by Tommy Yardy, seconded by Trevor Swanson

Move to Approve item 26-1106

The motion carried by the following vote:

Aye: 7 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Lisa Ford, Tommy Yardy, Brian Dean, Kathy Musgrave

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)

Lisa Ford commended the efforts made for New Orleans Square Block Party. She also asked for an update regarding the Rooster Days' numbers.

6. Tourism Director Report Including Updates on the Following:

A. 26-1108 Presentation and discussion of the Tourism Manager's Report

Tourism Manager Makala Barton addressed the VBA board with an update to FY 2026 funding. She also detailed a higher hotel occupancy rate of 64.7% in May. General tourism activity for June includes an announcement for the renaming of the Regent Bank Amphitheatre, the new services agreement with SparkLoft for marketing, and recent conferences which include the Christiam Interpreters Conference, and the Association Professionals of Oklahoma. Future plans look toward the American Junior Golf Association event and additional conferences to be attended by tourism department staff.

7. Adjournment

The VBA meeting was adjourned at 4:20pm.

MOTION: A motion was made by Brian Dean, seconded by Lisa Ford

Move to Adjourn

The motion carried by the following vote:

Aye: 7 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Lisa Ford, Tommy Yardy, Brian Dean, Kathy Muskrat

Chairperson

City Clerk