



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
Craig Hagin
Kathy Muskrat
Sarah Lopp
Sonja Schneider
Trevor Swanson

Tuesday, January 13, 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, Sarah Lopp, Kathy Muskrat, Craig Hagin, Ben Buie, Tommy Yardy, Brian Dean
Absent: 2 - Sonja Schneider, Lisa Ford

3. Presentations - NONE

4. General Visit Broken Arrow Business

A. 25-1587 Consideration, discussion, and possible approval of the 2nd Annual Pretty Good at Drinking Beer-n-BBQ sponsorship rebate in the amount of \$5000.

Makala Barton, Tourism Manager, introduced Quintin Roberts with Pretty Good at Drinking Beer-n-BBQ for Item 25-1587. The second annual Pretty Good at Drinking Beer and Barbecue event, held September 26–27 at Central Park, noted significant growth from about 250 attendees the first year to 735 this year. The event expanded to include 30 professional barbecue teams from five states competing for national points, added a successful People’s Choice category featuring local teams, hosted 15 vendors, and featured live music throughout Saturday, including a regional headliner. Although attendance and vendor participation were somewhat impacted by scheduling during the Tulsa State Fair and overlapping sanctioned events, organizers considered the event a success and plan to move it to an October date to avoid conflicts. The event also supported community causes, including hosting Soldiers’ Wish with Mayor Wimpee and conducting a food drive for Broken Arrow Neighbors. Organizers plan to continue and grow the event next year, building on lessons learned and refining scheduling while maintaining the overall format.

It was explained that the board has reorganized its funding structure into a tiered system to better steward city funds, with allocations based primarily on event attendance. Signature

events receive \$7,500, regional events \$5,000, community events (1,000–4,000 attendees) \$2,500, and emerging events (300–399 attendees) \$1,000. Based on attendance and limited hotel room nights, the barbecue event would be classified as an emerging event, making it eligible for \$1,000 rather than the larger amount requested. It was noted that higher funding levels are typically justified by substantial economic impact, such as large tournaments generating significant revenue. They acknowledged sponsorship challenges due to tight funding conditions and agreed with the bylaw requirement that the board cannot serve as the sole primary sponsor.

MOTION: A motion was made by Ben Buie, seconded by Tommy Yardy

Move to Approve Item 25-1587 the 2nd Annual Pretty Good at Drinking Beer-n-BBQ sponsorship rebate in the amount of \$1000.

The motion carried by the following vote:

Aye: 7 - Trevor Swanson, Sarah Lopp, Kathy Muskrat, Craig Hagin, Ben Buie, Tommy Yardy, Brian Dean

B. 26-159 Consideration, discussion, and possible approval of the meeting minutes from the December 09, 2025 Visit Broken Arrow meeting

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

Move to Approve Item 26-159 meeting minutes from the December 09, 2025 Visit Broken Arrow meeting

The motion carried by the following vote:

Aye: 7 - Trevor Swanson, Sarah Lopp, Kathy Muskrat, Craig Hagin, Ben Buie, Tommy Yardy, Brian Dean

C. 26-162 Consideration, discussion, and possible approval of the FCA Women's Championship hotel rebate request in an amount not to exceed \$15,000.

Gary Desano of KG Sports presented Item 26-162, a request for \$15,000 in support of the Annika Women's All-Pro Tour event scheduled for May 11–16 at Indian Springs. The tour is an official LPGA developmental partner, providing a pathway for post-collegiate players to advance to the LPGA, and is affiliated with Annika Sörenstam and her foundation. The Broken Arrow event is expected to host 132 players from approximately 20 countries and generate more than 300 hotel room nights, with an estimated economic impact exceeding \$500,000. The total event budget is about \$125,000, with the requested funding representing roughly 12% of that amount. The weeklong format will include practice rounds, pro-am activities, media events, and tournament play, concluding on Friday due to course scheduling. Staff noted the \$15,000 request is structured as a not-to-exceed amount based on projected room nights and would come from Fiscal Year 2026 hotel rebate grant funding, leaving approximately \$21,000 remaining if approved.

Board members asked about historical hotel pickup from prior tournaments. Mr. Desano noted that the last men's All-Pro Tour event held in Broken Arrow two to three years ago generated approximately 450 room nights. He confirmed that while this will be the third year hosting the women's Annika Women's All-Pro Tour event locally, they have not previously requested funding. The request this year is due to increased financial requirements from the LPGA partnership for local events. He added that last year's women's field included 110 players, while this year's event is expected to exceed 132 players, not including families, caddies, and additional support personnel. A board member also observed that the tournament weekend is already a busy time for the city.

MOTION: A motion was made by Ben Buie, seconded by Sarah Lopp
Move to Approve Item 26-162 the FCA Women's Championship hotel rebate request in an amount not to exceed \$15,000.

The motion carried by the following vote:

Aye: 7 - Trevor Swanson, Sarah Lopp, Kathy Muskrat, Craig Hagin, Ben Buie, Tommy Yardy, Brian Dean

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)

6. Tourism Director Report Including Updates on the Following:

A. 26-164 Presentation and discussion of the Tourism Manager's Report

Tourism Manager Makala Barton provided a financial and activity update, noting that December's most significant expense was the \$17,750 U.S. Travel Association membership and that \$36,500 remains in Fiscal Year 2026 grant funding, excluding film incentives. Remaining film incentive funds total \$23,827, with a pending adjustment once final expenses are confirmed for the "Live Like That" project. Barton said she has reallocated funds internally to maintain the \$100,000 film incentive program in the next budget cycle and anticipates additional film inquiries this summer. She also noted early requests for Fiscal Year 2027 funding, indicating that next year's allocation may be committed more quickly.

Hotel-motel tax collections continue to trend upward, with December and year-to-date revenues exceeding last year's totals, marking consistent monthly increases since July 1. Barton highlighted strong tourism activity, including multiple upcoming conferences and tournaments such as specialty dog breed events, the MOKA Conference for the Blind, and other group gatherings. A recent hoteliers meeting at the PAC included updates on the strategic plan and upcoming conferences, and the department is co-hosting a Crime Prevention and Overnight Lodging class with the Police Department. November occupancy rates and related hotel performance metrics are also up compared to last year, reflecting positive momentum for local tourism.

7. Adjournment

The meeting was adjourned at 3:53 p.m.

MOTION: A motion was made Ben Buie, seconded by Tommy Yardy
Move to Adjourn

The motion carried by the following vote:

Aye: 7 - Trevor Swanson, Sarah Lopp, Kathy Muskrat, Craig Hagin, Ben Buie, Tommy Yardy, Brian Dean

Chairperson

Secretary