



City of Broken Arrow
Visit Broken Arrow
Minutes

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

Tuesday, May 12, 2026

3:30 PM

City Hall Council Chamber
220 South Main Street
Broken Arrow, OK

1. Call to Order

2. Roll Call and Introductions

Present: 8 - Brian Dean, Ben Buie, Lisa Ford, Craig Hagin, Sarah Lopp, Sonja Schneider, Trevor Swanson
Absent: 2- Tommy Yardy, Kathy Muskrat

3. Presentations - NONE

4. General Visit Broken Arrow Business

A. 26-647 Consideration, discussion, and possible approval of the MOKA Conference for the Blind hotel rebate request in an amount not to exceed \$2,500

Debbie Sanders, of My Limitless Vision Foundation (MLV Foundation), spoke of the limited opportunities visually impaired people are afforded to meet one another outside of advocacy group conferences, as well as the hardships of catering to the needs of that demographic. The MOKA conference showcases what resources and opportunities are available in Oklahoma and other neighboring states for the visually impaired community.

MLB Foundation expects 60 hotel nights, they are requesting \$500 for every 12 hotel nights. It will be necessary to show hotel receipts after the event to be reimbursed accordingly.

MOTION: A motion was made by Lisa Ford, seconded by Ben Buie
Move to Approve Item 26-647 MOKA conference for the Blind hotel rebate request in an amount not to exceed \$2,500

The motion carried by the following vote:

Aye: 7- Brian Dean, Ben Buie, Lisa Ford, Craig Hagin, Sarah Lopp, Sonja Schneider, Trevor Swanson

B. 26-649 Consideration, discussion, and possible approval of a film incentive and hotel rebate of \$50,268.14

For item 26-649, Cassidy Lunen gave an update on a film project which took place in Broken Arrow and is scheduled to be released in 2027. At a previous meeting in October the amount of \$53,500 was approved for the film incentive and hotel rebate, but the final cost to be approved for reimbursement ended up being \$50,268.14.

MOTION: A motion was made by Ben Buie, seconded by Craig Hagin

Move to Approve Item 26-649 film incentive and hotel rebate of \$50,268.14

The motion carried by the following vote:

Aye: 7-

Brian Dean, Ben Buie, Lisa Ford, Craig Hagin, Sarah Lopp, Sonja Schneider, Trevor Swanson

C. 26-650 Consideration, discussion, and possible approval of the meeting minutes from the April 14, 2026 Visit Broken Arrow meeting

MOTION: A motion was made by Lisa Ford, seconded by Ben Buie

Move to Approve Item 26-650 approval of the meeting minutes from the April 14, 2026 Visit Broken Arrow meeting

The motion carried by the following vote:

Aye: 7-

Brian Dean, Ben Buie, Lisa Ford, Craig Hagin, Sarah Lopp, Sonja Schneider, Trevor Swanson

D. 26-657 Consideration, discussion, and possible approval of utilizing Zartico for tourism tracking data

Makala Barton was speaking for item 26-657. After taking a few different economic and data tools into consideration, it was decided that Zartico best fits the needs of Broken Arrow for reporting visitor data, event data, and economic impact. It will be tested over the course of a year, which will cost \$25,000. This tool could be used across several different departments which would make up for the high cost.

MOTION: A motion was made by Lisa Ford, seconded by Ben Buie

Move to Approve Item 26-657 utilizing Zartico for tourism tracking data

The motion carried by the following vote:

Aye: 7-

Brian Dean, Ben Buie, Lisa Ford, Craig Hagin, Sarah Lopp, 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) - NONE

6. Tourism Director Report Including Updates on the Following:

A. 26-656 Presentation and discussion of the Tourism Manager's Report

Board Member Ford exited at 3:47 PM at the beginning of the Tourism Manager's Report.

Makala Barton presented for item 26-656 a spending report which showed spending for the month of March. There was a registration fee of \$185 for the Oklahoma Tourism Industry Association Conference, \$750 monthly billboard cost, and state brochure cost of \$150 for that month.

The remaining unencumbered grant fund, if MOKA is approved, will be \$10,000 for the fiscal year. It was stated that \$10,000 is an appropriate amount of money to have left over. The remaining film incentive, unencumbered, is exactly \$11,628 out of the original \$100,000. Tax collection for the month of April was down 10% compared to last April. In total, fiscal year to date, tax collection amount is still up.

Makala Barton went over different events the tourism department held the previous month as well as future ones. A golf tournament will begin soon with potential rebate money necessary. There is a new group for municipal tourism professionals being held once a month, which is for those funded by the municipality. Next month, Makala Barton will be on a panel at the Metro Tulsa Hotel Lodging Association luncheon to talk about the suburbs of Tulsa and different tourism events.

There was no occupancy rate information or STR data presented.

7. Adjournment

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

The motion carried by the following vote:

Aye: 6- Brian Dean, Ben Buie, Craig Hagin, Sarah Lopp, Sonja Schneider, Trevor Swanson

Chairperson

Secretary