



City of Broken Arrow
Meeting Agenda
Visit Broken Arrow

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

3. Presentations

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
- B. [26-649](#) Consideration, discussion, and possible approval of a film incentive and hotel rebate of \$50,268.14
- C. [26-650](#) Consideration, discussion, and possible approval of the meeting minutes from the April 14, 2026 Visit Broken Arrow meeting
- D. [26-657](#) Consideration, discussion, and possible approval of utilizing Zartico for tourism tracking data

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. [26-656](#) Presentation and discussion of the Tourism Manager's Report

7. Adjournment

All cell phones and pagers must be turned OFF or operated SILENTLY during meetings.

Exhibits, petitions, pictures, etc., shall be received and deposited in case files to be kept at the Broken Arrow City Hall. If you are a person with a disability and need some accommodation in order to participate in this meeting, please contact the City Clerk at 918-259-2400 Ext. 5418 to make arrangements.

A paper copy of this agenda is available upon request.

POSTED this ____ day of _____, _____, at ______M

City Clerk



City of Broken Arrow

Request for Action

File #: 26-647, Version: 1

**Visit Broken Arrow
Meeting of: 05-12-2026**

Title:

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

Background:

The MOKA Conference for the Blind is an annual four-state conference for blind and low vision individuals and their families to gain knowledge for independent living, and those who work with them.

The Event will be held May 26-28 2026 at Stoney Creek Conference Center in Broken Arrow.

Hotel Nights Anticipated: 60

The request is for the hotel rebate of \$500 for every 12 hotel room nights, in an amount not to exceed \$2,500.

Cost: Not to exceed \$2,500

Funding Source: Visit Broken Arrow

Requested By: Makala Barton, Tourism Manager

Approved By: City Manager's Office

Attachments: Rebate Application and Budget Summary

Recommendation:

Approve the request for the MOKA Conference for the Blind hotel rebate in an amount not to exceed \$2,500, pending the receipt of the post-event requirements as outlined in the hotel rebate guidelines.



Form Name: Visit Broken Arrow Rebate Guidelines and Application
Submission Time: April 20, 2026 5:45 pm

Event Name MOKA Conference for the Blind

I have read and I understand Visit Broken Arrow's Purpose Yes

I understand that submitting an application does not guarantee funding Yes

My event will generate a minimum of TWELVE(12) paid overnight accommodations in Broken Arrow per the \$500.00 funding requested Yes

I have read and I understand Visit Broken Arrow's Qualifying Applicants Statement Yes

I have read and I understand Visit Broken Arrow's Rebate Guidelines Yes

I have read and I understand Visit Broken Arrow's Eligible Expenses Yes

I have read and I understand Visit Broken Arrow's Ineligible Expenses Yes

Application Date (Today's Date) Apr 20, 2026

Name of applying organization MLV Foundation

Address (no P.O. Boxes) 756 Orbit Ln
Carthage, MO 64836

Phone (405) 939-0573

Email debbie@mlvfoundation.org

Event Contact Name Debbie Sanders

Name of Event	MOKA Conference for the Blind
Event Start Date/Time	May 26, 2026 03:00 PM
Event End Date/Start Time	May 28, 2026 04:00 PM
Event Location	Stoney Creek Conference Center, Broken Arrow
Does your event require a Special Events Permit?	No
Total Event Budget Amount	\$15,000
Total Funding Amount Requested	\$2,500
Amount Applicant Will Apply Towards Event	\$2,500
How Will Rebate Funds Be Used?	To offset expenses for conference
What Other Sources Of Funding Have Been Secured For Your Event?	Fees from registrations, sponsorships, exhibitors
Event Location	Stoney Creek Conference Center
Please attach a copy of your detailed event budget	https://www.formstack.com/admin/download/file/19438980010
I have read and I understand Visit Broken Arrow's Rebate Funding Information - rebates will be provided only on a reimbursable basis	Yes
Event Description	Four-state conference for blind and low vision individuals and their families to gain knowledge for independent living, and those who work with them.
Is this event, in any way, a fundraiser for your organization?	No
Projected Attendance	100
Is this a new event?	No
If not, how many years has this event occurred?	2
Will your event generate any overnight accommodations?	Yes
Hotel(s) for the event	Stoney Creek Hotel

Anticipated number of hotel room(s)/night(s) expected for the duration of the event, if applicable 60

Provide the Group Booking Code from each hotel property that you have reserved a block of rooms in Broken Arrow for your event. 0526MOKA

I have read and I understand Visit Broken Arrow's host hotel requirement. Yes

I have read and I understand Visit Broken Arrow's post-event summary requirements. Yes

I have read and I understand all of Visit Broken Arrow's rebate application guidelines and requirements. Yes

MOKA Conference for the Blind
2026 Budget Summary (Draft for Broken Arrow CVB)

Event Dates: May 26–28, 2026

Location: Stoney Creek Hotel & Conference Center, Broken Arrow, OK

Total Estimated Budget: \$15,000

Projected Revenue (Offsets)

Registration Fees (Attendees and Day Passes) – Varies

Sponsorship and Exhibitor Fees (Approx. 32 Exhibitors) – Varies

Meal Tickets (Optional Add-On) – Participant Paid

T-Shirts (Optional Add-On) – Participant Paid

Projected Expenses

1. Venue and Hospitality

Food and Beverage (Conference Meals and Events): \$6,000

2. Speakers and Program Support

Hotel (Comped Rooms – Speakers, Volunteers, Board): \$2,070

Food (Comped Meals): \$800

Speaker and Volunteer Support (transportation, stipends, miscellaneous): \$4,200

Subtotal – Speakers and Program Support: \$7,070

3. Marketing and Outreach

Advertising: \$400

Printing (flyers and promotional materials): \$400

Mailing and Postage: \$200

Subtotal – Marketing and Outreach: \$1,000

4. Attendee Materials and Experience

T-Shirts (inventory support): \$350

Goody Bags: \$250

Subtotal – Attendee Materials: \$600

5. Administrative and Program Materials

General Supplies: \$100

Name Badges: \$100

Cardstock and Printed Materials: \$75

Braille Programs: \$200

Print Programs: \$200

Speaker Gifts: \$125

Subtotal – Administrative and Materials: \$800

Total Estimated Expenses: \$15,470

(Offset by registration revenue, sponsorships, and participant-paid items)

Debbie Sanders, President

MLV Foundation

MOKA Conference for the Blind
2026 Budget Summary (Draft for Broken Arrow CVB)

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Braille Programs: \$200

Print Programs: \$200

Speaker Gifts: \$125

Subtotal – Administrative and Materials: \$800

Total Estimated Expenses: \$15,470

(Offset by registration revenue, sponsorships, and participant-paid items)

Debbie Sanders, President

MLV Foundation



City of Broken Arrow

Request for Action

File #: 26-649, Version: 1

**Visit Broken Arrow
Meeting of: 05-12-2026**

Title:

Consideration, discussion, and possible approval of a film incentive and hotel rebate of \$50,268.14

Background:

On October 14, 2025, Live Like That, LLC was approved by the VBA Board for a film rebate in an amount not to exceed \$41,000 and an additional hotel rebate not to exceed \$12,500, for a total not to exceed of \$53,500.

The project has wrapped; the production has satisfactorily submitted all required receipts and have met all guidelines in order to receive a total rebate of \$50,268.14.

A representative from the project will share details of the project and answer any questions.

Qualified spend

Local Spending: \$22,944.81 (rebate: 10%)

Qualified Labor: \$204,736.60 (rebate: 10%)

Hotel Room Nights: 665 (\$58,535) (rebate: \$500 for every 12 room nights)

Total Spend: \$286,216.41

Using an industry standard economic impact multiplier between 1.5 and 2.0, the estimated economic impact to Broken Arrow specifically is estimated to be between \$429,324.62 and \$572,432.28.

Items over \$50,000 must go before City Council for final approval and release of funds.

Cost: Not to exceed \$50,268.14

Funding Source: Visit Broken Arrow

Requested By: Makala Barton, Tourism Manager

Approved By: City Manager's Office

Attachments: Post Production Report

Recommendation:

Approve the rebate request in an amount not to exceed \$50,268.14

To the fine folks at Visit Broken Arrow,

You opened your arms for our production offering us a safe haven for our cast and crew. The amount of production support and attentiveness to the needs of our film was invaluable.

From day 1 of location scouting and searching for crew housing, the commission was there to help in any way possible. The importance of local support in incentivized cities and states is crucial for the success of small studio and independent film making. Without places like Broken Arrow and the likes, films with smaller budgets simply cannot exist.

Their dedication to uplifting smaller productions gives producers much more flexibility to put their limited dollars onto the screen. Additionally, it helps local filmmakers stay employed and generates thousands of dollars for local businesses.

I have worked in every corner of this country chasing the dream of making movies for over two decades and I can say without a doubt, places like Broken Arrow and the greater Tulsa area are second to none in terms of production support.

Warmest regards!

Kristopher Wynne

Mucho Mas Media

BROKEN ARROW CODE	DESCRIPTION	TOTAL QS	QUALIFYING TOTAL \$
BA-01	BROKEN ARROW RESIDENT LABOR (10%)	\$ 204,736.60	\$ 20,473.66
BA-02	BROKEN ARROW LOCAL SPEND (10%)	\$ 22,944.81	\$ 2,294.48
BA-03	BROKEN ARROW HOTELS (\$500 PER EVERY 12 NIGHT STAY)	665	\$ 27,500.00
BA-04	BROKEN ARROW FILMING LOCATION (10%-20%)	\$ -	\$ -

TOTAL QS BASE AMOUNT(BA01+BA02) \$227,681.41

EXPECTED REBATE:	\$ 50,268.14
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LIVE LIKE THAT | STONY CREEK | ROOM LIST | AS OF 12.20.2025

NAME	POSTION	ROOM TYPE	CHECK- IN	CHECK- OUT	RATE	NIGHTS
Luke Helms	Location Manager	Extended Stay Cottage Suite	10.13.2025	12.19.2025	\$99.00	67
Joe Petkwitz	Gaffer	Deluxe 2 Queen	10.29.2025	12.14.2025	\$99.00	66
Nicholas Davidoff	Camera Operator	Extended Stay	11.6.2025	12.16.2025	\$99.00	40
Julia Burruel	Payroll	Deluxe 2 Queen	11.5.2025	11.25.2025	\$99.00	20
Valerie Parker (1st Half)	Costume Designer	Deluxe 2 Queen	11.4.2025	11.26.2025	\$99.00	22
Valerie Parker (2nd Half)	Costume Designer	Deluxe King	11.30.2025	12.15.2025	\$99.00	15
Jonah Schonberg (1st Half)	1st AC	Deluxe 2 Queen	11.8.2025	11.26.2025	\$99.00	18
Jonah Schonberg (2nd Half)	1st AC	Deluxe 2 Queen	12.1.2025	12.16.2025	\$99.00	15
Andromeda Johnson (1st Half)	DIT	Deluxe 2 Queen	11.8.2025	11.26.2025	\$99.00	18
Andromeda Johnson (2nd Half)	DIT	Deluxe 2 Queen	12.1.2025	12.16.2025	\$99.00	15
Jeff Marks (1st Half)	1st AC (A-Cam)	Deluxe 2 Queen	11.8.2025	11.26.2025	\$99.00	18
Jeff Marks (2nd Half)	1st AC (A-Cam)	Deluxe King	11.30.2025	12.6.2025	\$99.00	6
Neil Newby (1st Half)	Cam-Op (B-Cam)	Deluxe King	11.9.2025	11.26.2025	\$99.00	17
Neil Newby (2nd Half)	Cam-Op (B-Cam)	Deluxe King	11.30.2025	12.6.2025	\$99.00	6
Betty Meza	Sony EPK	Deluxe King	11.9.2025	11.12.2025	\$99.00	3
Betty Meza	Sony EPK	Deluxe 2 Queen	11.30.2025	12.3.2025	\$99.00	3
Betty Meza	Sony EPK	Deluxe 2 Queen	12.7.2025	12.12.2025	\$99.00	5
Susie Burleson	Sony EPK	Deluxe 2 Queen	11.10.2025	11.12.2025	\$99.00	2
Susie Burleson	Sony EPK	Deluxe 2 Queen	11.16.2025	11.21.2025	\$99.00	5
Susie Burleson	Sony EPK	Deluxe 2 Queen	12.1.2025	12.2.2025	\$99.00	1
Susie Burleson	Sony EPK	Deluxe 2 Queen	12.7.2025	12.11.2025	\$99.00	4
James Martell	Transportation Co-	Deluxe 2 Queen	10.31.2025	12.19.2025	\$99.00	45
Bill Benedict	Transpo Driver	Deluxe King	10.31.2025	12.3.2025	\$99.00	33
Kylie Dirtseller	Art 1 - On-Set Dresser	Deluxe 2 Queen	11.10.2025	12.15.2025	\$99.00	35
Sam Howith	Art 2 - Leadman	Deluxe 2 Queen	11.2.2025	12.19.2025	\$99.00	47
Laura Sullivan	Art 3 - Scenic	Deluxe King	11.5.2025	11.8.2025	\$99.00	3
Laura Sullivan	Art 3 - Scenic	Deluxe 2 Queen	11.13.2025	11.14.2025	\$99.00	1
Laura Sullivan	Art 3 - Scenic	Deluxe 2 Queen	11.17.2025	11.20.2025	\$99.00	3
Laura Sullivan	Art 3 - Scenic	Deluxe King	11.23.2025	11.25.2025	\$99.00	2
Taylor Goodman	Hair	Deluxe 2 Queen	11.9.2025	12.15.2025	\$99.00	36
Hannah Gates	Make-up	Deluxe 2 Queen	11.9.2025	12.15.2025	\$99.00	36
John Martinez (1st Half)	Boom Op - Day Play	Deluxe 2 Queen	11.10.2025	11.26.2025	\$99.00	16
John Martinez (2nd Half)	Boom Op - Day Play	Deluxe 2 Queen	12.2.2025	12.15.2025	\$99.00	13
Kadi Uhack	Make-up	Deluxe 2 Queen	11.11.2025	11.12.2025	\$99.00	1
Kadi Uhack	Make-up	Deluxe 2 Queen	11.19.2025	11.20.2025	\$99.00	1
Jeremy Ralstin	SPFX	Deluxe King	11.14.2025	11.15.2205	\$99.00	1
Jeremy Ralstin	SPFX	Deluxe King	11.18.2025	11.19.2025	\$99.00	1
Jeremy Ralstin	SPFX	Deluxe 2 Queen	12.1.2025	12.3.2025	\$99.00	2
Justin Parks	Stunt Coordinator	Deluxe King	12.2.2025	12.5.2025	\$99.00	3
Ryan Broussard	VFX Supervisor	Deluxe 2 Queen	12.2.2025	12.4.2025	\$99.00	2
Mike West	Armorer	Deluxe 2 Queen	12.2.2025	12.4.2025	\$99.00	2
Luis Lopez De Victoria	Crane Op	Deluxe 2 Queen	11.18.2025	11.20.2025	\$99.00	2
Charles Arnold	Slider Op	Deluxe 2 Queen	11.20.2025	11.22.2025	\$99.00	2
Christopher Carlos Padilla	Stunt Double	Deluxe 2 Queen	12.2.2025	12.4.2025	\$99.00	2
Mike Wilkes	SPFX Assist	Deluxe 2 Queen	12.1.2025	12.3.2025	\$99.00	2
Dalton Spence	Make-Up	Deluxe 2 Queen	11.30.2025	12.1.2025	\$99.00	1
Westin Poole	Stunt Double	Deluxe 2 Queen	11.20.2025	11.25.2025	\$99.00	5
Westin Poole	Stunt Double	Deluxe 2 Queen	12.2.2025	12.4.2025	\$99.00	2
Total Nights						665

STONE CREEK HOTEL	FOLIO DESCRIPTION	INV	PYMT #	PYMT DATE	AMT TOTAL
STONE CREEK HOTEL	1102 HTL-S.HOWETH	110225	WT109	11/19/25	\$ 111.30
STONE CREEK HOTEL	1031-1102 HTL-B.BENEDICT	110225	WT109	11/19/25	\$ 333.90
STONE CREEK HOTEL	1031-1102 HTL-J.MARTELL	110225	WT109	11/19/25	\$ 333.90
STONE CREEK HOTEL	1029-1102 HTL-J.PETKWITZ	110225	WT109	11/19/25	\$ 556.50
STONE CREEK HOTEL	1020-1102 HTL-L.HELMS	110225	WT109	11/19/25	\$ 1,558.20
STONE CREEK HOTEL	1116 HTL-S.BURLESON	111925	WT241	11/28/25	\$ 333.90
STONE CREEK HOTEL	1111 HTL-S.BURLESON	111925	WT241	11/28/25	\$ 111.30
STONE CREEK HOTEL	1111 HTL-B.MEZA	111925	WT241	11/28/25	\$ 111.30
STONE CREEK HOTEL	1110 HTL-S.BURLESON	111925	WT241	11/28/25	\$ 111.30
STONE CREEK HOTEL	1109-1110 HTL-B.MEZA	111925	WT241	11/28/25	\$ 222.60
STONE CREEK HOTEL	1118 HTL-K.UHACK	111925	WT241	11/28/25	\$ 111.30
STONE CREEK HOTEL	1118 HTL-J.RALSTIN	111925	WT241	11/28/25	\$ 111.30
STONE CREEK HOTEL	1118 HTL-L. LOPEZ	111925	WT241	11/28/25	\$ 111.30
STONE CREEK HOTEL	1117-1118 HTL-L.SULLIVAN	111925	WT241	11/28/25	\$ 222.60
STONE CREEK HOTEL	1114 HTL-J.RALSTIN	111925	WT241	11/28/25	\$ 111.30
STONE CREEK HOTEL	1113 HTL-L.SULLIVAN	111925	WT241	11/28/25	\$ 111.30
STONE CREEK HOTEL	1111 HTL-K.UHACK	111925	WT241	11/28/25	\$ 111.30
STONE CREEK HOTEL	1111-1114 HTL-J.MARTINEZ	111925	WT241	11/28/25	\$ 445.20
STONE CREEK HOTEL	1111-1118 HTL-K.DIRTSELLER	111925	WT241	11/28/25	\$ 890.40
STONE CREEK HOTEL	1111-1118 HTL-N.NEWBY	111925	WT241	11/28/25	\$ 890.40
STONE CREEK HOTEL	1111-1118 HTL-J.MARKS	111925	WT241	11/28/25	\$ 890.40
STONE CREEK HOTEL	1111-1118 HTL-H.GATES	111925	WT241	11/28/25	\$ 890.40
STONE CREEK HOTEL	1111-1118 HTL-T.GOODMAN	111925	WT241	11/28/25	\$ 890.40
STONE CREEK HOTEL	1111-1118 HTL-A.JOHNSON	111925	WT241	11/28/25	\$ 890.40
STONE CREEK HOTEL	1111-1118 HTL-J.SCHOENBORN	111925	WT241	11/28/25	\$ 890.40
STONE CREEK HOTEL	1111-1118 HTL-J.BURREL	111925	WT241	11/28/25	\$ 890.40
STONE CREEK HOTEL	1111-1118 HTL-N.DAVIDOFF	111925	WT241	11/28/25	\$ 2,893.80
STONE CREEK HOTEL	1111-1118 HTL-V.PARKER	111925	WT241	11/28/25	\$ 4,229.40
STONE CREEK HOTEL	1111-1118 HTL-S.HOWETH	111925	WT241	11/28/25	\$ 890.40
STONE CREEK HOTEL	1116-1118 HTL-B.BENEDICT	111925	WT241	11/28/25	\$ 333.90
STONE CREEK HOTEL	1111-1113 HTL-B.BENEDICT	111925	WT241	11/28/25	\$ 333.90
STONE CREEK HOTEL	1111-1118 HTL-J.MARTELL	111925	WT241	11/28/25	\$ 890.40
STONE CREEK HOTEL	1111-1118 HTL-J.PETKWITZ	111925	WT241	11/28/25	\$ 890.40
STONE CREEK HOTEL	1111-1118 HTL-L.HELMS	111925	WT241	11/28/25	\$ 890.40
STONE CREEK HOTEL	1105-1107 HTL-L.SULLIVAN	111925	WT241	11/28/25	\$ 333.90
STONE CREEK HOTEL	1110 HTL-J.MARTINEZ	111925	WT241	11/28/25	\$ 111.30
STONE CREEK HOTEL	1110 HTL-K.DIRTSELLER	111925	WT241	11/28/25	\$ 111.30
STONE CREEK HOTEL	1106 HTL-J.RALSTIN NO SHOW	111925	WT241	11/28/25	\$ 53.42
STONE CREEK HOTEL	1106 HTL-J.SCHOENBORN NO SHC	111925	WT241	11/28/25	\$ 53.42
STONE CREEK HOTEL	1105 HTL-T.GOODMAN NO SHOW	111925	WT241	11/28/25	\$ 111.30
STONE CREEK HOTEL	1103 HTL-J GARRISON NO SHOW	111925	WT241	11/28/25	\$ 111.30
STONE CREEK HOTEL	1109-1110 HTL-N.NEWBY	111925	WT241	11/28/25	\$ 222.60
STONE CREEK HOTEL	1108-1110 HTL-J.MARKS	111925	WT241	11/28/25	\$ 333.90
STONE CREEK HOTEL	1109-1110 HTL-H.GATES	111925	WT241	11/28/25	\$ 222.60
STONE CREEK HOTEL	1109-1110 HTL-T.GOODMAN	111925	WT241	11/28/25	\$ 222.60
STONE CREEK HOTEL	1108-1110 HTL-A.JOHNSON	111925	WT241	11/28/25	\$ 333.90
STONE CREEK HOTEL	1108-1110 HTL-J.SCHOENBORN	111925	WT241	11/28/25	\$ 333.90
STONE CREEK HOTEL	1105-1110 HTL-J.BURRUEL	111925	WT241	11/28/25	\$ 667.80

STONE CREEK HOTEL	1108-1110 HTL:N.DAVIDOFF	111925	WT241	11/28/25	\$	2,893.80	
STONE CREEK HOTEL	1103-1110 HTL:S.HOWETHEDICT	111925	WT241	11/28/25	\$	890.40	
STONE CREEK HOTEL	1104-1110 HTL-V.PARKER	111925	WT241	11/28/25	\$	4,340.70	
STONE CREEK HOTEL	1103-1110 HTL-B.BENEDICT	111925	WT241	11/28/25	\$	890.40	
STONE CREEK HOTEL	1103-1110 HTL-J.MARTELL	111925	WT241	11/28/25	\$	890.40	
STONE CREEK HOTEL	1103-1110 HTL-J.PETKWITZ	111925	WT241	11/28/25	\$	890.40	
STONE CREEK HOTEL	1103-1109 HTL-L.HELM	111925	WT241	11/28/25	\$	779.10	
STONE CREEK HOTEL	1207-1210 HTL:B.MEZA	121025	WT369	12/12/25	\$	445.20	
STONE CREEK HOTEL	1201 HTL:S BURLESON	121025	WT369	12/12/25	\$	111.30	
STONE CREEK HOTEL	1130-1202 HTL:B.MEZA	121025	WT369	12/12/25	\$	333.90	
STONE CREEK HOTEL	1119-1210 HTL:N.DAVIDOFF	121025	WT369	12/12/25	\$	2,263.36	
STONE CREEK HOTEL	1208-1210 HTL:S.BURLESON	121025	WT369	12/12/25	\$	333.90	
STONE CREEK HOTEL	1202-1203 HTL:M.WEST	121025	WT369	12/12/25	\$	222.60	
STONE CREEK HOTEL	1202-1203 HTL:R.BELLGARDT	121025	WT369	12/12/25	\$	222.60	
STONE CREEK HOTEL	1202-1205 HTL:J.MARTINEZ	121025	WT369	12/12/25	\$	445.20	
STONE CREEK HOTEL	1201-1202 HTL:M.WILKS	121025	WT369	12/12/25	\$	222.60	
STONE CREEK HOTEL	1201-1202 HTL:J.RALSTIN	121025	WT369	12/12/25	\$	222.60	
STONE CREEK HOTEL	1201-1210 HTL:A.JOHNSON	121025	WT369	12/12/25	\$	1,113.00	
STONE CREEK HOTEL	1201-1210 HTL:J.SCHOENBORN	121025	WT369	12/12/25	\$	1,113.00	
STONE CREEK HOTEL	1130-1205 HTL:N.NEWBY	121025	WT369	12/12/25	\$	667.80	
STONE CREEK HOTEL	1130-1205 HTL:J.MARKS	121025	WT369	12/12/25	\$	667.80	
STONE CREEK HOTEL	1130-1210 HTL:V.PARKER	121025	WT369	12/12/25	\$	1,224.30	
STONE CREEK HOTEL	1123-1125 HTL:L.SULLIVAN	121025	WT369	12/12/25	\$	333.90	
STONE CREEK HOTEL	1122-1125 HTL:J.MARTINEZ	121025	WT369	12/12/25	\$	445.20	
STONE CREEK HOTEL	1120-1121 HTL:C.ARNOLD	121025	WT369	12/12/25	\$	106.84	
STONE CREEK HOTEL	1119 HTL:L.DE VICTORIA	121025	WT369	12/12/25	\$	111.30	
STONE CREEK HOTEL	1119 HTL:L.SULLIVAN	121025	WT369	12/12/25	\$	111.30	
STONE CREEK HOTEL	1119-1124 HTL:J.BURRUEL	121025	WT369	12/12/25	\$	667.80	
STONE CREEK HOTEL	1119-1125 HTL:N.NEWBY	121025	WT369	12/12/25	\$	779.10	
STONE CREEK HOTEL	1119-1125 HTL:J.MARKS	121025	WT369	12/12/25	\$	779.10	
STONE CREEK HOTEL	1119-1125 HTL:A.JOHNSON	121025	WT369	12/12/25	\$	779.10	
STONE CREEK HOTEL	1119-1125 HTL:J.SCHOENBORN	121025	WT369	12/12/25	\$	779.10	
STONE CREEK HOTEL	1119-1125 HTL:V.PARKER	121025	WT369	12/12/25	\$	779.10	
STONE CREEK HOTEL	1119-1130 HTL:B.BENEDICT	121025	WT369	12/12/25	\$	1,335.60	
STONE CREEK HOTEL	1119-1210 HTL:K.DIRTSSELLER	121025	WT369	12/12/25	\$	2,263.36	
STONE CREEK HOTEL	1119-1210 HTL:H.GATES	121025	WT369	12/12/25	\$	2,263.36	
STONE CREEK HOTEL	1119-1210 HTL:T.GOODMAN	121025	WT369	12/12/25	\$	2,263.36	
STONE CREEK HOTEL	1119-1210 HTL:S.HOWETH	121025	WT369	12/12/25	\$	2,263.36	
STONE CREEK HOTEL	1119-1210 HTL:J.MARTELL	121025	WT369	12/12/25	\$	2,263.36	
STONE CREEK HOTEL	1119-1210 HTL:J.PETKWITZ	121025	WT369	12/12/25	\$	2,263.36	
STONE CREEK HOTEL	1119-1210 HTL:L.HELM	121025	WT369	12/12/25	\$	2,263.36	
STONE CREEK HOTEL	1119-1210 HTL:N.DAVIDOFF CREDI	121025	WT369	12/12/25	\$	(4,340.70)	
STONE CREEK HOTEL	1130-1206 HTL:V.PARKER CREDIT	121025	WT369	12/12/25	\$	(6,900.60)	
STONE CREEK HOTEL	1119-1210 SALES TAX CREDIT	121025	WT369	12/12/25	\$	(1,077.76)	
						\$	58,535.10



City of Broken Arrow

Request for Action

File #: 26-650, Version: 1

**Visit Broken Arrow
Meeting of: 05-12-26**

Title:

Consideration, discussion, and possible approval of the meeting minutes from the April 14, 2026 Visit Broken Arrow meeting

Background:

Staff will present the April 14, 2026, Visit Broken Arrow meeting minutes for review.

Cost: None

Funding Source: Visit Broken Arrow

Requested By: Makala Barton, Tourism Manager

Approved By: City Manager's Office

Attachments: 04-14-26 Visit Broken Arrow Minutes

Recommendation:

Approve the minutes from the April 14, 2026 Visit Broken Arrow meeting.



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, April 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: 8 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Kathy Muskrat, Lisa Ford, Ben Buie, Tommy Yardy, Brian Dean
Absent: 1- Craig Hagin

3. Presentations

4. General Visit Broken Arrow Business

A. 26-459 Consideration, discussion, and possible approval of the meeting minutes from the March 10, 2026 Visit Broken Arrow meeting

MOTION: A motion was made by Brian Dean, seconded by Tommy Yardy
Move to Approve Item 26-459 the meeting minutes from the March 10, 2026 Visit Broken Arrow meeting

The motion carried by the following vote:

Aye: 6 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Lisa Ford, Tommy Yardy, Brian Dean
Abstain: 1 - Kathy Muskrat

B. 26-451 Notification of City Manager's execution of an Agreement with the Broken Arrow Chamber of Commerce for advertising, promotion, and marketing of the Rooster Days Festival for an amount not to exceed \$20,000

For Item 26-451, the discussion focused on funding and oversight for Rooster Days, a long-running community event approaching its 95th year.

Board members clarified that the issue wasn't opposition to the event itself—there was clear support—but rather how tourism (visitor) funds are allocated and who should approve them.

A key concern raised was that, since the funding comes from tourism-related dollars rather than general city funds, the Tourism Board—not just City Council—should have direct oversight and decision-making authority. This led to pulling the item for discussion instead of automatic approval.

There was also a broader policy conversation about restructuring how funds are distributed going forward. Members indicated that future support might shift to a more flexible model—sometimes providing cash, sometimes city services, or a mix—rather than consistent funding levels every year.

From the Rooster Days side, organizers emphasized that the event is not highly profitable and requires significant human resources, meaning reductions in funding could materially impact its sustainability.

Board members also discussed return on investment, noting the need to evaluate which events generate the most tourism benefit—such as hotel stays—and to prioritize funding accordingly, especially as larger, higher-impact events compete for limited dollars.

Overall, the direction was not to cut support immediately, but to: ensure future funding requests come through the tourism board, increase transparency and intentional budgeting decisions, potentially formalize expectations (deliverables, promotion, ROI) in writing, and give organizers advance notice of any changes so they can plan accordingly.

In short, the conversation was about tightening financial oversight and strategy—not eliminating support for Rooster Days.

No vote was taken.

C. 26-460 Consideration, discussion, and possible approval of The National Grange 160th Annual Convention hotel rebate request in an amount not to exceed \$40,000, pending the receipt of post-event requirements as outlined in the Rebate Guidelines.

Tiffany Shepard, Vice President of Events and Communication, Chamber of Commerce, presented Item 26-460 and explained that the Grange Convention funding request had been previously tabled for further budget discussion. Since then, during Visit Broken Arrow’s budget meeting, the City Manager approved adding \$55,000 from reserves to next year’s budget to help cover this and similar events, providing more flexibility. She noted that instead of requesting individual budget amendments for each event, this approach builds funding directly into the upcoming budget, which will be finalized in June.

The discussion reflected mixed feelings about the funding request, with some members concerned about the size of the amount and whether the event would generate enough broader economic impact beyond hotel stays. While there was recognition that attracting events like this is something they’ve been working toward, one concern was whether attendees would meaningfully contribute to local businesses, such as restaurants and entertainment, compared to other types of events that might bring more active spending in the community.

**MOTION: A motion was made by Ben Buie, seconded by Trevor Swanson
Move to Approve Item 26-460 The National Grange 160th Annual Convention hotel rebate request in an amount not to exceed \$40,000, pending the receipt of post-event requirements as outlined in the Rebate Guidelines.**

The motion carried by the following vote:

Aye: 8 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Kathy Muskrat, Lisa Ford, Ben Buie, Tommy

Yardy, Brian Dean

D. 26-452 Consideration, discussion, and possible approval of Senior Softball USA Oklahoma Championship rebate request in an amount not to exceed \$3,500

Donna McGuire presented Item 26-452, and emphasized that the senior softball tournament would bring significant tourism to Broken Arrow, with around 40 teams expected and most participants staying overnight, dining locally, and shopping. She highlighted that while the funding request is relatively small, it helps offset major costs like facilities, hotels, and out-of-town umpires, and is key to keeping the event in the city, especially given the strong appeal of the local sports complex.

The discussion clarified that the \$3,500 request is a hotel room rebate, with the organizer actually asking for less than the amount she would qualify for. She would provide receipts and documentation after the event, including a full list of where players stayed, since all participants check in and report their hotels. This process ensures the rebate is supported by verified room nights, and organizers expect the overall economic impact to exceed the requested amount.

MOTION: A motion was made by Lisa Ford, seconded by Ben Buie
Move to Approve Item 26-452 Senior Softball USA Oklahoma Championship rebate request in an amount not to exceed \$3,500

The motion carried by the following vote:

Aye: 8 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Kathy Muskrat, Lisa Ford, Ben Buie, Tommy Yardy, Brian Dean

E. 26-490 Consideration, discussion, and possible approval of Battle of Broken Arrow - Taekwon-Do Tournament hotel rebate request in an amount not to exceed \$1,000

The applicant withdrew the request.

MOTION: A motion was made by Tommy Yardy, seconded by Lisa Ford
Move to Strike Item 26-490 Consideration, discussion, and possible approval of Battle of Broken Arrow - Taekwon-Do Tournament hotel rebate request in an amount not to exceed \$1,000

The motion carried by the following vote:

Aye: 8 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Kathy Muskrat, Lisa Ford, Ben Buie, Tommy Yardy, Brian Dean

F. 26-503 Consideration, discussion, and possible approval of an update to the hotel rebate guidelines

The discussion focused on updating the hotel rebate program to avoid large, unexpected payouts while still attracting events. Members agreed the current structure—\$500 for every 12 room nights with no cap—was too generous, especially as demand has increased and funds are being depleted each year. They noted the city is no longer in a position of needing to incentivize events to attract them heavily.

There was general support for adding a cap, with flexibility to exceed it through board approval for special cases. The group also agreed to make the rebate less aggressive by changing it to \$500 for every 20 room nights, reducing the per-room payout while still remaining competitive.

Ultimately, they decided to implement a \$20,000 cap per event, allow exceptions with board approval, and adjust the rebate formula accordingly, aiming to manage funds better while continuing to incentivize tourism.

MOTION: A motion was made by Ben Buie, seconded by Brian Dean
Move to Approve Item 26-503, an update to the hotel rebate guidelines, a \$500 for every 20 room nights, with a cap of \$20,000, subject to board approval

The motion carried by the following vote:

Aye: 8 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Kathy Muskrat, Lisa Ford, Ben Buie, Tommy Yardy, Brian Dean

G. 26-464 Consideration, discussion, and possible approval of staff request to research and identify advanced data solutions to enhance tracking of visitation and economic impact in Broken Arrow

The discussion focused on supporting the exploration of new software to track better the true economic impact of events in Broken Arrow. Members noted that current tools only measure attendance, not actual spending, making it difficult to justify funding decisions or quantify the value of events. The proposed solution would use credit card and geolocation data to estimate real dollars spent, allowing for more accurate comparisons and data-driven decisions.

There was general agreement that having concrete data would strengthen future planning, especially for tourism, sports investments, and marketing efforts, even though the software would require an ongoing cost. Ultimately, the group supported moving forward with researching options, with the intent to review specific recommendations later.

MOTION: A motion was made by Tommy Yardy, seconded by Trevor Swanson
Move to Approve Item 26-464, a staff request to research and identify advanced data solutions to enhance tracking of visitation and economic impact in Broken Arrow

The motion carried by the following vote:

Aye: 8 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Kathy Muskrat, Lisa Ford, Ben Buie, Tommy Yardy, Brian Dean

H. 26-393 Consideration, discussion, possible approval, and appointments of four Visit Broken Arrow Board Members to serve on the Marketing RFP review committee

The discussion focused on forming a review committee for the upcoming marketing services RFP proposals. Staff explained that proposals are due by the 30th and that a small group would meet—likely for about two hours—to evaluate submissions using a scoring matrix and narrow down options. Members volunteered to serve, and four individuals were selected, with a motion made to approve them for the committee formally.

Brian Dean, Sonja Schneider, Ben Buie, and Sarah Lopp were chosen to serve on the committee.

MOTION: A motion was made by Lisa Ford, seconded by Kathy Muskrat
Move to Approve Item 26-393 appointments of four Visit Broken Arrow Board Members, Brian Dean, Sonja Schneider, Ben Buie, and Sarah Lopp to serve on the Marketing RFP review committee

The motion carried by the following vote:

Aye: 8 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Kathy Muskrat, Lisa Ford, 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)

Board members clarified that their comments were not meant as criticism of the Chamber, emphasizing they strongly support and even volunteer with the organization. They intended to ensure consistency and fairness in how all groups are treated, not to single out or oppose the Chamber.

6. Tourism Director Report Including Updates on the Following:

A. 26-502 Presentation and discussion of the Tourism Manager’s Report

Makala Barton, Tourism Development Manager, presented Item 26-502 and provided a budget update, noting that about \$13,125 remains in unencumbered grant funding for the current fiscal year, with most funds expected to be fully utilized by June. She also reported \$11,628 remaining in film incentive funds but raised concerns about delays from a previously approved project in requesting reimbursement, suggesting future policy changes to require quicker turnaround. She added that tax collections are slightly down for the month but still up overall year-to-date, and highlighted upcoming tourism-related meetings and events, including a hotelier meeting featuring insights on the significant tournament traffic at BA Lanes.

The discussion highlighted strong engagement from the film industry, with staff noting significant interest in Broken Arrow’s film incentives during a well-attended Capitol event. They also discussed potential increases in state funding for film production and briefly shifted to future considerations around the hotel/motel tax now that the bond vote has passed. Members acknowledged that discussions are still early, but are watching how other cities handle tax increases, including Tulsa, Norman, and Yukon, to inform their approach. There was interest in how the tax is framed—such as calling it a “hotel guest tax”—but also caution that it can still impact local businesses and residents indirectly.

7. Adjournment

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

The motion carried by the following vote:

Aye: 8 - Trevor Swanson, Sonja Schneider, Sarah Lopp, Kathy Muskrat, Lisa Ford, Ben Buie, Tommy Yardy, Brian Dean

Chairperson

Secretary



City of Broken Arrow

Request for Action

File #: 26-657, Version: 1

**Visit Broken Arrow
Meeting of: 05-12-2026**

Title:

Consideration, discussion, and possible approval of utilizing Zartico for tourism tracking data

Background:

At the April VBA meeting, staff requested approval to research and evaluate software platforms to assist in tourism data tracking, economic impact analysis and visitor insights. Over the course of the month, staff researched and met with several companies and found that Zartico is able to provide the most relevant data and reporting. As Visit Broken Arrow continues to evolve alongside the rapid growth of Broken Arrow, it is increasingly important that we strengthen our ability to measure, analyze, and communicate the impact of tourism within our community, and Zartico will allow us to do just that. The first agreement is a 12-month period and will include thorough training for VBA staff. During this time, staff will also compare data received from Placer with data from Zartico and determine if both platforms are still necessary. It is expected that the software will become a standard annual cost to be added as a line item within the VBA budget. City Leadership has recommended use of reserve fund balance to secure the software immediately, rather than waiting for the new fiscal year.

Cost: \$25,000
Funding Source: Visit Broken Arrow
Requested By: Makala Barton, Tourism Manager
Approved By: City Manager's Office
Attachments: none

Recommendation:

Approve the utilization of Zartico for tourism tracking data.



City of Broken Arrow

Request for Action

File #: 26-656, **Version:** 1

Visit Broken Arrow
Meeting of: 05-12-26

Title: Presentation and discussion of the Tourism Manager's Report

Background:
Staff will present the April Tourism Manager's Report

Cost: None

Funding Source: Visit Broken Arrow

Requested By: Makala Barton, Tourism Manager

Approved By: City Manager's Office

Attachments: Tourism Manager's Report

Recommendation:
Informational only - no action required.

Visit Broken Arrow – Monthly Tourism Manager Report

Prepared by: Makala Barton, Tourism Manager

Reporting Period: April 2026

Presented to: Visit Broken Arrow Board of Directors

1. Budget Report

Significant Spending in February:

- Uber - \$560.29 (32 trips)
- OTIA conference registration \$185
- Billboard monthly - \$750
- State Brochures - \$149.86

Remaining Grant Funding for FY26: \$13,125 unencumbered (\$90,000 to start)
(Unencumbered remaining if MOKA is awarded: \$10,625)

Remaining Film Incentive Funding for FY26: \$11628 unencumbered (\$100,000 to start)

2. Hotel/Motel Tax Collections

- April 2026 collection was \$72,031.96 **down** from \$80,120.53 in April 2025.
- Fiscal YTD is \$715,727.69 **up** from \$694,581.96 at the same time last year.

3. General Tourism Activity for April

- Film day at the Capitol
- Quarterly Hoteliers Meeting
- Booth at Farmers Market
- Municipal Tourism Professionals virtual meeting
- MTHLA Luncheon at Stoney Creek

4. Upcoming Events:

- May 14-17 - Rooster Days
- May 13-15 - Annika Womens APT Golf

	Feb 25	Feb 26
Occupancy %	53.5%	55.4%
ADR	\$101.14	\$102.82
RevPAR	\$54.12	\$56.92

Occupancy Rate: The percentage of rooms that are actually sold. **Formula:** Occupancy Rate = Rooms Sold ÷ Total Rooms Available

ADR (Average Daily Rate): The average price paid for each occupied room.

Formula: ADR = Total Room Revenue ÷ Number of Rooms Sold

RevPAR (Revenue Per Available Room): How much money a hotel makes per room, whether it's occupied or not. **Formula:** RevPAR = ADR × Occupancy Rate