



City of Broken Arrow

Minutes Visit Broken Arrow

City Hall
220 S 1st Street
Broken Arrow OK
74012

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

Tuesday, February 11, 2025

Board Chambers

1. Call to Order

Vice Chair Tommy Yardy called the meeting to order at approximately 3:30 p.m.

2. Roll Call and Introductions

Present: 8 - Ben Buie (arrived at 3:32), Lisa Ford, Gene Barber, Craig Hagin, Kathy Muskrat, Sonja Schneider, Trevor Swanson, Tommy Yardy
Absent: 1 - Brian Dean

3. Presentations

4. General Visit Broken Arrow Business

A. 25-159 Consideration, discussion, and possible approval of USA Softball 10U / 12U / 14U / 16U and 18U 'A' West National Championships grant request in an amount not to exceed \$10,000.

Robert Schafer requests a grant from the Visitors Board to help fund a national softball tournament in Broken Arrow. The event aims to attract 30–50 teams, with a goal of 96, focusing on younger age groups who tend to stay and spend locally. The funds will cover additional costs like golf carts, national office officials, and invited umpires' transportation and lodging. Efforts are being made to promote local hotels and businesses to maximize economic benefits for the community. Even partial funding would help offset costs for the Broken Arrow Girls Softball organization.

It was confirmed that tournament information and hotel links are available on BAGSL.org and mentioned a free Uber service from the airport to local hotels. Mr. Schaefer acknowledged this and plans to coordinate with local officials to implement it. He also stated that Arrowhead Park can accommodate up to 126 teams, though 96 is the ideal target. Mr. Schaefer thanked the group and promised to provide a post-tournament update.

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

Move to approve Item 25-159 USA Softball 10U / 12U / 14U / 16U and 18U 'A' West National Championships grant request in an amount not to exceed \$10,000.

The motion carried by the following vote:

Aye: 8 -

Ben Buie, Lisa Ford, Gene Barber, Craig Hagin, Kathy Muskrat, Sonja Schneider, Trevor Swanson, Tommy Yardy

B. 25-171

Consideration, discussion, and possible approval of the Visit Broken Arrow Film Incentive.

Erin Hofener is presenting a film incentive application for Makala Barton, who is ill, which includes a 10% rebate on qualified local spending, matching state and municipal programs. Additional incentives include a hotel room incentive offering \$500 for 12 room nights, aligning with the hotel tax fund, and a production office incentive providing a 20% rebate if using hotel conference space or 10% for other local spaces. The application will be made available digitally for easy access and submission.

The discussion mentions a news article about the Oklahoma incentive, noting that Ethan Hawke is filming in the area. There are plans to issue a press release if the board and council approve the incentive. Regarding whether the proposal has been reviewed outside the board, it was likely shared with the state but not Tulsa. Much of the application was adapted from the state's version, removing unnecessary elements to streamline the process.

MOTION: A motion was made

Move to approve Item 22-171 approval of the Visit Broken Arrow Film Incentive.

The motion carried by the following vote:

Aye: 8 -

Ben Buie, Lisa Ford, Gene Barber, Craig Hagin, Kathy Muskrat, Sonja Schneider, Trevor Swanson, Tommy Yardy

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 Member Gene Barber shares an idea from Mayor Debra Wimpee, inspired during a flight back from the inauguration. They noticed that the Visit Broken Arrow sign at the American Airlines terminal has a small, hard-to-see QR code placed too low. The Mayor suggested making a larger QR code sticker and putting it right below "Broken Arrow" on the sign for better visibility and accessibility. The speaker presents this suggestion as requested for discussion at the meeting.

Board Member Lisa Ford shares her experience attending the red carpet premiere of The Unbreakable Boy, which was filmed in multiple Oklahoma towns. Ms. Ford also spoke with Janet Stanton, director of the Oklahoma Film and Music Office, who had already discussed the newly approved incentives with other city employees. Ms. Stanton was very excited about Broken Arrow's offerings and expressed confidence that the incentives would attract film projects to the area. Ms. Ford is equally enthusiastic about the potential impact.

6. Tourism Director Report Including Updates on the Following:

A. 25-207

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

Erin Hofener has no significant updates and directs any questions to Makala Barton, who was unavailable due to illness. They mention that work has already begun on the fiscal year 2026

budget, including planning for next year's marketing initiatives. She encourages input on big ideas that could be incorporated into the budget. With no further updates, they anticipate a brief and straightforward meeting.

B. 25-208 Presentation and discussion of updated hotel/motel tax collection report

7. Adjournment

The meeting was adjourned at approximately 3:47 p.m.

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

Move to adjourn

The motion carried by the following vote:

Aye: 08 - Ben Buie, Lisa Ford, Gene Barber, Craig Hagin, Kathy Muskrat, Sonja Schneider, Trevor Swanson, Tommy Yardy

Chairperson

Secretary