



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, October 8, 2024

Council Chambers

1. Call to Order

Baord Chair Brian Dean called the meeting to order at approximately 3:30 p.m.

2. Roll Call

Present: 6 - Brian Dean, Kathy Muskeret, Sonja Schneider, Trevor Swanson, Tommy Yardy, Ben Buie
Absent: 3 - Lisa Ford, Gene Barber and Craig Hagen

3. Administration of Oath of Office

No Oath of Office

MOTION: A motion to table the admin for Oath of Office for next meeting by Ben Buie.
Second by Baord Member Brian Dean.

Move to approve Oath of Office for next meeting

The motion carried by the following vote:

Aye: 6 - Brian Dean, Kathy Muskeret, Sonja Schneider, Trevor Swanson, Tommy Yardy, Ben Buie

4. General Visit Broken Arrow Business

A. 24-1317 **Consideration, discussion, and possible approval of the meeting minutes from the August 13, 2024 Visit Broken Arrow meeting**

No discussion.

MOTION: A motion to approve the minutes from August 13 was made by Ben Buie. Second by Kathy Muskeret.

Move to approve August 13 Meeting Minutes.

The motion carried by the following vote:

Aye: 6 Brian Dean, Kathy Muskeret, Sonja Schneider, Trevor Swanson, Tommy Yardy, Ben Buie

B. 24-1367 **Consideration, Discussion, and Possible Approval of the All-Pro Tour (APT) Broken Arrow Classic Golf Tournament for \$20,000**

Gary Deserano discussed the All Pro Tour event that took place from August 26 and was a rescheduled event from 2023, initially postponed due to weather. Despite the change, it successfully attracted 153 professionals and many guests worldwide. Although the extreme heat impacted spectator attendance, the event was well-run and raised funds for Eagle Ops, benefiting military veterans. The tour initially aimed for 400 room nights but ended up with

around 342 due to some players choosing alternative lodging. Michaela still recommends the \$20,000 support due to added costs from rescheduling and relocating the event.

MOTION: A motion to approve \$20,000 was made by Ben Buie. Second by Baord Member Tommy Yardy.

Move to approve \$20,000

The motion carried by the following vote:

Aye: 6 Brian Dean, Kathy Muskeret, Sonja Schneider, Trevor Swanson, Tommy Yardy, Ben Buie

C. 24-1374 Consideration, Discussion, and Possible Approval of the Nomination and Election for Chairman and Vice Chairman of the Visit Broken Arrow Board with a Term Expiring September 30, 2025

According to the ordinance, a new election for both positions is required whenever a board Chair or Vice Chair is reappointed. The board must discuss the reappointments, followed by motions and votes for each role.

MOTION: Ben Buie motioned to keep Brian Dean as Chair and Tommy Yardy as Vice Chair for the upcoming year. Second by Kathy Muskrat.

The motion carried by the following vote:

Aye: 6 Brian Dean, Kathy Muskeret, Sonja Schneider, Trevor Swanson, Tommy Yardy, Ben Buie

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)

The Council discussed social media influencer partnership is progressing well, with a recent post reaching around 4,000 people organically. The influencer shared August stats, and more data from September is expected soon, as we're still in the initial 90-day contract period.

There's also consideration of testing different influencers or rotating every 90 days to expand reach, including exploring influencers from nearby cities like Oklahoma City or Kansas City.

Adjustments in strategy are being discussed, including how to manage influencer perks without municipal finance concerns potentially asking local businesses to provide meals in exchange for marketing exposure. Additionally, a content push is planned using new footage from local spots to create ads featuring the "Bullseye" theme. An A/B test is being considered, comparing the influencer's impact against spending \$500 on traditional ads. The team will review the stats and continue planning content for the upcoming holiday season.

6. Tourism Director Report Including Updates on the Following:

A. 24-1315 Presentation and Discussion of Staff Updates on Marketing, Events, or Other Miscellaneous Items

The board discussed the following upcoming events:

Christmas Events in Rose District: The Rose District will feature expanded Christmas events, with increased street closures to accommodate large crowds safely. New additions include bounce houses, carriage rides, Victorian carolers, circus performers, and famous characters like Santa and the Grinch. There will be two stages for performances, one near the ice rink for main acts and another for kid-friendly groups, including the Broken Arrow Dance Academy.

Additional Event: Carols and Cocoa: Scheduled for December 7, Carols and Cocoa will feature choirs, giveaways, sweets, and festive activities near the plaza, with choirs from various organizations.

Santa Events: Santa will appear at the Farmer's Market and a sensory-friendly Santa event with Arts 302. "Wedding Wednesday with Santa" will be offered again after its popularity in July.

NSU Game Update: Attendance was better than expected despite competing events, and the new VIP area in NSU's event center was well received.

Website Update: The revamped website has launched, highlighting primary tourist information and upcoming holiday events.

Community Dance Party and Amphitheater Groundbreaking: Both events are scheduled for Friday, with the groundbreaking in the afternoon and the dance party in the evening on Main Street. The King Cabbage Brass Band will perform, with food trucks and entertainment.

Hops and Bobs Event: This year's turnout was lower due to hot weather and competing events, and feedback included a lack of activities for kids.

Staff Travel: Michaela is in Detroit for an inner-city visit with Tulsa Chamber leadership but is available if needed.

The updates cover Christmas events, successful partnerships, new website features, and recent event feedback, focusing on enhancing community engagement and improving future events.

B. 24-1371 Presentation and Discussion of the Year-to-Date Available Budget Report

Brain Dean stated that the budget was the same as last year

C. 24-1372 Presentation and Discussion of Updated Hotel/Motel Tax Collection Report

7. Adjournment

The meeting was adjourned at approximately 4:00 p.m.

MOTION: A motion was made by Ben Buie. Second by Brian Dean.

Move to adjourn

The motion carried by the following vote:

Aye: 6 Brian Dean, Kathy Muskeret, Sonja Snyder, Trevor Swanson, Tommy Yardy, Ben Buie