



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, June 09, 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: 9 - Brian Dean, Ben Buie, Lisa Ford, Sarah Lopp, Kathy Muskrat, Sonja Schneider, Trevor Swanson, Tommy Yardy
Absent: 1- Craig Hagin

3. Presentations – NONE

A. 26-836 Presentation of post-event update for the 2026 Rooster Days Festival

Tiffany Shepard from the Broken Arrow Chamber of Commerce presented the 2026 Rooster Days Festival update to the VBA Board. She highlighted lower attendance this year over last year and peak attendance on Saturday. Other highlights included positive feedback on stage location changes. The running event had over 650 participants. Collaborations with local social media influencers were successful in improving social media metrics, driving traffic to the event websites.

Additionally, Ms. Shepard noted partnering with a different marketing group proved successful. Zellner Media Group increased social media engagements with radio promotions, online promotions, and live-streaming events. For internal marketing, the Chamber of Commerce distributed yard signs with a QR code to connect residents with event information. Next year's Rooster Days are scheduled for May 13th-16th 2027 and confirmed and contracted with the carnival company. A full budget has not been finalized yet for next year.

Ms. Shepard then answered questions regarding sponsorship levels and the lack of coordination and services provided to the Tourism board for the City of Broken Arrow's \$50,000 in donations of cash and services. Additional conversations will be coordinated between the City of Broken Arrow, VBA, and the Chamber of Commerce to ensure accountabilities for all sponsors.

4. General Visit Broken Arrow Business

- A. 26-867 **Consideration, discussion, and possible approval meeting minutes from the May 12, 2026 Visit Broken Arrow meeting.**

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

Move to Approve Item 26-867

The motion carried by the following vote:

Aye: 9- Brian Dean, Ben Buie, Lisa Ford, Sarah Lopp, Kathy Muskrat, Sonja Schneider, Trevor Swanson, Tommy Yardy

- B. 26-768 **Consideration, discussion, and possible approval of the FCA Women's Championship hotel rebate request in an amount of \$3,333**

Gary Deserrano updated the tourism board with a recap of the FCA Women's Championship, a part of the ANNIKA Women's All-Pro Tour, of the internationally recognized Rolex World Golf Rank Tour. With 109 athletes from 11 countries competing in Broken Arrow at the event, the four-day event began with an executive roundtable with Chantel Preston, owner of the LA Sparks basketball team. The event also featured a pro-am game with 40 teams from the region. The weeks long event concluded with a 54-hole tournament. Till Claggett of Alberta Canada took home the trophy. The tournament was featured on social media and local news broadcasts. Attendees enjoyed the delights of Broken Arrow, though 40% of the athletes opted to choose lodgings not at the host hotel. The tournament generated only 80 of 300 planned hotel nights. Additional planning to not overlap Rooster Days next year has been noted to improve attendance, as well as looking into alternative venues.

After the motion and vote tally there was discussion by Board Member Ford regarding lodging taxes ordinances and policies within the city's jurisdiction. Makayla Barton said she would return to VBA with an update at the next meeting.

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

Move to Approve Item 26-768

The motion carried by the following vote:

Aye: 9- Brian Dean, Ben Buie, Lisa Ford, Sarah Lopp, Kathy Muskrat, Sonja Schneider, Trevor Swanson, Tommy Yardy

- C. 26-838 **Consideration, discussion, and possible approval of the purchase of a set of 3D event letters in an amount not to exceed \$16,818.67**

Makayla Barton introduced this item. Members of the board discussed the need for set of event letters to be displayed in the rose district, at community events like block parties, and weddings to continue to show pride in Broken Arrow. The proposed letters would be portable, made of hard foam, and stand 6ft tall.

Economic Development Director, Travis Stephens, made a special note to thank Tourism Director MaKayla Barton who found a vendor at with a reasonable quote, saving VBA 50% of the initial cost.

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

Move to Approve Item 26-838

The motion carried by the following vote:

Aye: 9-

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

D. 26-844 Consideration, discussion, and possible approval of selection of Sparkloft Media to provide marketing services for Visit Broken Arrow for FY27

Makayla Barton, Tourism Director, introduced the item to the VBA board. After 23 RFPs were submitted for marketing services, her office has selected Portland, Oregon based, Sparkloft Media, to provide marketing services to the city of Broken Arrow. Their client list and previous campaign successes have ignited the optimism and imagination of the Tourism department in what Sparkloft Media can provide to the city of Broken Arrow.

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

Move to Approve the contract with Sparkloft Media

The motion carried by the following vote:

Aye: 9-

Brian Dean, Ben Buie, Lisa Ford, Sarah Lopp, 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 Sarah Lopp asked VisitBA to consider what facets of sponsorship should look like in future contracts and collaborations with area events. Tourism Director Makayla Barton provided additional items for clarification regarding current contractual obligations between VBA and area events. Most board members agreed that additional collaboration in the future will need to have different outcomes than current collaborations, including events like Rooster Days.

Additional discussion on Airbnbs in Broken Arrow was also had.

6. Tourism Director Report Including Updates on the Following:

A. 26-829 Presentation and discussion of the Tourism Manager's Report

Tourism Director, Makayla Barton presented the Tourism Manager's Report to the board. In it she detailed significant spending, including providing \$300 in gift cards for the Women in Municipal Government Conference, \$1200 in Uber rides. Remaining grant money was \$10,000 of \$90,000. Additionally, only \$14,000 of the film incentive was marked as unencumbered. The tourism department also had become a part of the Reel Scout program which provides a listing of filming locations in Broken Arrow through a partnership with the State of Oklahoma at a cost of \$2400. Ms. Barton will also be speaking at the Tetro Tulsa Hotel Lodging Association luncheon next week highlighting suburban destinations.

Other highlights include: 350 individuals will attend the Christian interpreters conference at Stony Creek and VBA will be sponsoring the APO, Association of Professionals of Oklahoma, conference July 13th-15th at the Hard Rock Hotel.

Tax records indicate the May 2026 hotel tax collections rose to \$74,000 from \$72,000 last year. April's hotel occupancy number was just about 60%.

Additional discussion on conference marketing strategy was had.

7. Adjournment

The meeting was adjourned at approximately 4:40pm.

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

Move to Adjourn

The motion carried by the following vote:

Aye: 9-

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

Chairperson

Secretary