



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 Hagan
Kathy Muskrat
Sonja Schneider
Trevor Swanson*

Tuesday, December 10, 2024

3:30 p.m.

Board Chambers

1. Call to Order

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

2. Roll Call and Introductions

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

3. Administration of Oath of Office - NONE

4. Presentations

A. 24-1645 Presentation of post-event update for the 2024 Rose Festival

Trish Foster and Felisa Hilbert presented the Rose Festival report. They shared the success and growth of the event, emphasizing its importance as both a community celebration and an educational initiative. With attendance reaching nearly 29,000 across three days, the festival highlights the history of the Rose District while engaging residents and visitors with vendors, performances, and contests. They noted the festival's multicultural impact, attracting participants and performers from 32 countries and various states.

They stressed the festival's role in fostering civic pride and responsibility among younger generations, encouraging them to take ownership of their city. Initiatives like art contests, community college collaborations, and performances from diverse cultural groups enhance the festival's inclusive and educational mission. Despite the festival being free to attendees, it incurs significant costs, necessitating support from sponsors and a dedicated team of volunteers. Ms. Hilbert personally contributed over 2,500 hours to the effort and highlighted the collective work of the 16-member committee.

The festival's community engagement extends beyond the event, with proceeds supporting city projects like the new developments at Central Park. They expressed gratitude for the city's support and reaffirmed their commitment to making the Rose Festival an enriching experience for all.

5. General Visit Broken Arrow Business

A. 24-1634 Consideration, discussion, and possible approval of the meeting minutes from the September 10, 2024, Visit Broken Arrow meeting

MOTION: A motion was made by Tommy Yardy, seconded by Kathy Muskrat.

Move to approve meeting minutes from the September 10, 2024, Visit Broken Arrow meeting
The motion carried by the following vote:

Aye: 6 - Brian Dean, Gene Barber, Craig Hagan, Kathy Muskrat, Sonja Schneider, Tommy Yardy

B. 24-1635 Consideration, discussion, and possible approval of the meeting minutes from the October 8, 2024, Visit Broken Arrow meeting

MOTION: A motion was made by Tommy Yardy, seconded by Kathy Muskrat.

Move to approve meeting minutes from the October 8, 2024, Visit Broken Arrow meeting
The motion carried by the following vote:

Aye: 6 - Brian Dean, Gene Barber, Craig Hagan, Kathy Muskrat, Sonja Schneider, Tommy Yardy

6. 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

7. Tourism Director Report including updates on the following:

A. 24-1632 Presentation and discussion of updated hotel/motel tax collection report

B. 24-1633 Presentation and discussion of the year-to-date available budget report

Makala Barton, Tourism Director, provided a brief update on hotel-motel tax receipts, noting a significant decline compared to the previous year, with only December's data remaining. They acknowledged concerns about the drop but mentioned reviewing state and regional data from the Oklahoma Travel Industry Association, which indicated that the decline is part of a broader trend, not unique to Broken Arrow. The speaker expressed relief that the issue is not localized and that plans to share more detailed insights and comparisons with the Tulsa region and other areas at the next meeting.

8. Adjournment

The meeting was adjourned at approximately 3:44 p.m.

MOTION: A motion was made by Brian Dean, seconded by Kathy Muskrat.

Move to adjourn

The motion carried by the following vote:

Aye: 6 - Brian Dean, Gene Barber, Craig Hagan, Kathy Muskrat, Sonja Schneider, Tommy Yardy

Chairperson

Secretary