



City of Broken Arrow
Minutes
Convention and Visitors Bureau

City of Broken Arrow
220 S 1st Street
Broken Arrow OK
74012

Chairperson Rob Whitlock
Vice Chair Mark Frie
Member Patsy Terry
Member LaTonya Cundiff
Member Tonya Ellison
Member Dianna Yingst
Member Lori Lewis

Monday, February 13, 2017

1:30 PM

Council Chambers

1. Call to Order

Chairman Rob Whitlock called the meeting to order at approximately 1:30 p.m.

2. Roll Call and Introductions

Present 6 - Dianna Yingst, Rob Whitlock, Lori Lewis, Tonya Ellison, LaTonya Cundiff, and Mark Frie

Absent 1 - Patsy Terry

3. General CVB Business

a. [17-1807](#) Presentation and possible approval of the special meeting minutes from the January 17, 2017 joint City Council and CVB meeting

Tourism Director, Lori Hill, presented the January 17, 2017 joint City Council and Convention and Visitors Bureau (CVB) meeting minutes for consideration and approval.

MOTION: A motion was made by Lori Lewis, seconded by Dianna Yingst.

Move to approve the special meeting minutes from the January 17, 2017 joint City Council and Convention and Visitors Bureau meeting.

The motion carried by the following vote:

Aye: 5 - Dianna Yingst, Rob Whitlock, Lori Lewis, Tonya Ellison, and LaTonya Cundiff

Absent: 1 - Patsy Terry

Abstain: 1 - Mark Frie

b. [17-1648](#) Presentation and possible approval of the meeting minutes from the January 9, 2017 CVB meeting

Tourism Director, Lori Hill presented the January 9, 2017 CVB meeting minutes for consideration and approval.

MOTION: A motion was made by Tonya Ellison, seconded by Lori Lewis.
Move to approve the meeting minutes from the January 9, 2017 Convention and Visitors Bureau meeting.
The motion carried by the following vote:

Aye: 4 - Dianna Yingst, Rob Whitlock, Lori Lewis, and Tonya Ellison

Absent: 1 - Patsy Terry

Abstain: 2 - LaTonya Cundiff, and Mark Frie

- c. [17-1763](#) **Consideration, discussion and possible approval of the purchase of the Destination Marketing Association International Event Impact Calculator for a cost of \$5,500.00**

Tourism Director Hill explained that the Broken Arrow CVB was a member of Destination Marketing Association International. Ms. Hill said the Association offered an Event Impact Calculator tool with three available modules:

1. Meetings, Conventions, and Trade Shows
2. Sports Events
3. Festivals and Cultural Events

Ms. Hill explained that the Event Impact Calculator was an extremely valuable tool that would allow the Bureau to assess the economic impact of each event to determine the precise return on grant investments and recommended the purchase of all three modules.

MOTION: A motion was made by Mark Frie, seconded by Lori Lewis.
Move to approve the purchase of the Destination Marketing Association International Event Impact Calculator for a cost of \$5,500.00.
The motion carried by the following vote:

Aye: 6 - Dianna Yingst, Rob Whitlock, Lori Lewis, Tonya Ellison, LaTonya Cundiff, and Mark Frie

Absent: 1 - Patsy Terry

- d. [17-1651](#) **Consideration, discussion and possible approval of the 2017 Rose Festival event grant request in the amount of \$7,500.00**

Member Lori Lewis left the room at 1:45 PM

Tourism Director, Lori Hill reviewed a caveat that would apply to non-signature grant applications reviewed by the Bureau until the information received from the Tourism Asset Inventory Study was implemented. Ms. Hill said that the Tourism Asset Inventory, presented January 17, 2017, recommended that the CVB refocus funding on events and activities that would have the potential to drive the most overnight stays and the greatest economic impact on Broken Arrow.

Ms. Hill said Keep Broken Arrow Beautiful (KBAB) would be hosting the fourth annual Rose Festival on Saturday, May 6th, in the Rose district Plaza. Five thousand attendees were expected. She said the Special Events Committee had not yet reviewed this event.

Ms. Hill introduced Sharon Atcheson and Peggy Striegel of KBAB. Ms. Atcheson said that the date of the event had been changed so as not to conflict with the Tulsa's May Fest and the Tulsa Rose Festival. Ms. Atcheson said KBAB had joined the American Rose Society and anticipated that this would eventually bring national recognition to the event. Ms. Atcheson gave details on long range plans for the City's Rose Garden that would be promoted by the Rose Festival. Ms. Peggy Striegel added that Broken Arrow was becoming a City of Roses and the Festival was critical to supporting that identity.

Member Dianna Yingst asked if overnight stays were anticipated. Ms. Striegel said that once Broken Arrow is established as a City of Roses within the Region it is expected that there will be out of town visitors who will come for the Festival.

Member Mark Frie asked for an account balance update for the miscellaneous account for non-signature events. Ms. Hill said that \$26,500 remained available in the account.

MOTION: A motion was made by LaTonya Cundiff, seconded by Dianna Yingst.

Move to approve the 2017 Rose Festival event grant request in the amount of \$1,500.

The motion carried by the following vote:

Aye: 5 - Dianna Yingst, Rob Whitlock, Tonya Ellison, LaTonya Cundiff, and Mark Frie

Absent: 1 - Patsy Terry

Recused: 1 - Lori Lewis

e. [17-1735](#) **Consideration, discussion and possible approval of 2017 Rockets Over Rhema grant request in the amount of \$5,000.00**

Member Lori Lewis returned to the room at 1:53 PM.

Tourism Director, Lori Hill said although Rockets Over Rhema had been included in the CVB's list of signature events a caveat established that only City services would be provided. Ms. Hill said the cost absorbed by the City during the 2016 event totaled \$13,425.00. Ms. Hill said that the Coordinator of the event, Mr. Reese Klepacz, asked to come before the Bureau for reconsideration of grant funding. Ms. Hill said this event was a long-standing event that the CVB had supported since 2010 but the event does not generate many, if any, overnight accommodations. Ms. Hill said staff recommended a grant of \$1,500.

Mr. Klepacz said Rockets Over Rhema had grown to an event with 65,000 attendees. Mr. Klepacz gave details of the event sponsors and said the event date for 2017 would be July 2nd . Mr. Klepacz said that a sponsorship of \$2,500 would assure full exposure for marketing purposes. Mr. Klepacz recalled the long history of Rhema in Broken Arrow and its role in the development of the City. Mr. Klepacz cited the many large events and conferences sponsored by Rhema Bible College and the many visitors that have been drawn to Broken Arrow from around the world.

Member Dianna Yingst asked if Rhema promoted local hotels for their other events. Mr. Klepacz added the first hotels listed for the events on their website are Broken Arrow hotels.

The Bureau asked for the amount and length of time the CVB had supported the event. Ms. Hill said the amount had always been a \$5,000 sponsorship as far back as at least 2010.

MOTION: A motion was made by Tonya Ellison, seconded by Dianna Yingst. Move to approve the 2017 Rockets Over Rhema grant request for \$2,500. The motion carried by the following vote:

Aye: 4 - Dianna Yingst, Rob Whitlock, Lori Lewis, and Tonya Ellison

Nay: 2 - LaTonya Cundiff, and Mark Frie

Absent: 1 - Patsy Terry

f. [17-1740](#) Consideration, discussion and possible approval of A New Leaf Garden Party-Garden Fest event grant request in the amount of \$10,000.00

Tourism Director, Lori Hill said that the A New Leaf Garden Party-Garden Fest was a non-signature event. Ms. Hill said the 7th Annual event would be held on April 21, 2017, and added this would be the first time A New Leaf had come to the CVB for grant funding. Ms. Hill said because the event does not generate many, if any, overnight accommodations staff recommended a grant of \$1,500. Ms. Hill added that the special event permit request had not yet been submitted which was a requirement of the grant application.

Chairman Rob Whitlock asked if the Bureau could consider the request if the requirements of the grant application had not been met. Assistant City Attorney, Kim Slinkard, said yes, they could consider the request subject to the approval of the Event Committee.

Ms. Kayla Jones, Director of Business and Marketing for A New Leaf, described the growth of the event and how the \$100,000 fundraiser acquired funds solely through

donations and plant sales. Ms. Jones said they were seeking to partner with the City as part of the growth that A New Leaf experiences each year.

Member LaTonya Cundiff asked what was the difference between Garden Party and Garden Fest. Ms. Jones said Garden Party -Garden Fest would launch the spring season for the horticultural enterprise that serves individuals with developmental disabilities and autism. Ms. Jones said A New Leaf has six green houses and a small farm that grows everything from perennials to herbs. Ms. Jones said that Garden Party raises funds to continue the work of A New Leaf and Garden Fest offers the horticultural products grown by the disabled as part of the festival and the funds are returned for the support of the nonprofit and those A New Leaf serves.

Vice Chairman, Mark Frie, asked about the different levels of sponsorship. Ms. Jones explained the sponsorship benefits and added that New Leaf hoped to build the event into a spring destination event.

MOTION: A motion was made by Lori Lewis, seconded by Mark Frie.

Move to approve a grant of \$2,500 to support A New Leaf Garden-Party Garden Fest.

The motion carried by the following vote:

Aye: 6 - Dianna Yingst, Rob Whitlock, Lori Lewis, Tonya Ellison, LaTonya Cundiff, and Mark Frie

Absent: 1 - Patsy Terry

g. [17-1751](#) Consideration, discussion and possible approval of the 2017 Camp Bandage event grant request in the amount of \$5,000.00

Tourism Director, Lori Hill asked the CVB to consider tabling this item as Mr. Kurt Klein could not be there to present the request. Chairman Rob Whitlock asked if Camp Bandage had submitted their special event permit request. Ms. Hill said yes, they submitted the request on December 26th 2016.

MOTION: A motion was made by Lori Lewis, seconded by Tonya Ellison.

Move to table Camp Bandage grant request until the March 13th CVB meeting.

The motion carried by the following vote:

Aye: 6 - Dianna Yingst, Rob Whitlock, Lori Lewis, Tonya Ellison, LaTonya Cundiff, and Mark Frie

Absent: 1 - Patsy Terry

4. Tourism Director Report including updates on the following:

a. [17-1647](#) Presentation and discussion of updated hotel/motel tax collection

report

Tourism Director, Lori Hill presented the January 2017 Hotel Tax Collection Report. Ms. Hill said that the taxes collected were approximately \$10,000 less than this time last year. Ms. Hill added that there was one hotel that had not yet remitted their sales tax collection but she did not think it would make up the difference. Ms. Hill said last year the tax collection for January was \$32,179 but that projects for this year were still on target. Ms. Hill said that there were three hotel properties scheduled to open by the end of 2017 so the number should go up.

Chairman Rob Whitlock asked if hard decisions would be necessary if the projections don't materialize. Ms. Hill said staff was currently working on the CVB budget for next year. Ms. Hill said the Tourism Asset Inventory would be taken into consideration and funds were being reallocated. Ms. Hill recommended using the Fund Balance for emergencies only. Ms. Hill added that it may be necessary to make adjustments in other areas but the expected increase for next fiscal year is approximately \$100,000 due to the three additional hotel properties.

No action was required or taken.

b. [17-1650](#) **Presentation and discussion of year-to-date expenditures**

Tourism Director, Lori Hill presented the year-to-date expenditures report. Ms. Hill noted that June 30, 2017 was the end of the fiscal year and as of February 1st the CVB had a balance of \$167,000. Ms. Hill added that the expenditure report did not include the two remaining signature grants that had not yet applied for funds. Ms. Hill said that she expected to finish the year under budget.

No action was required or taken.

c. [17-1614](#) **Presentation of follow up report for the Broken Arrow Bands Drums of Summer grant request**

Tourism Director, Lori Hill said that representatives for the Broken Arrow Band Parent Association had a scheduling conflict and could not attend the meeting. Ms. Hill said the CVB provided grant funding of \$7,000 to the Association on April 11, 2016 for the Drums of Summer Even, however, they were only able to use \$4,000 of the grant and would be reimbursing \$3,000 back to the CVB.

No action was required or taken.

d. [17-1616](#) **Presentation of follow up report for the 2016 Ruts n Guts grant request**

Tourism Director, Lori Hill explained that the Ruts and Guts representatives could not attend because they are working in Colorado to expand the Ruts and Guts event. Ms. Hill said they would present their follow-up report during the March CVB meeting.

Chairman Rob Whitlock asked if there had been any progress in the process to construct a permanent course for the event. Ms. Hill said she had no specific progress to report but that it was a requirement to host the UCI Nationals.

No Action was required or taken.

e. [17-1613](#) **Presentation of follow up report for the Broken Arrow Youth Baseball 2016 USSSA World Series tournament grant request**

Tourism Director, Lori Hill presented the follow up report for the Youth City Baseball 2016 USSA World Series. Ms. Hill said the CVB provided grant funding on April 11, 2016 in the amount of \$10,000. Ms. Hill introduced Mr. Travis Kelly from Broken Arrow Youth Baseball.

Mr. Kelly explained to the CVB the series of events among the competing host sites for the USSA World Series that did not work out in Broken Arrow's favor. Mr. Kelly said although BA Youth Baseball interviewed other sanctioning bodies, ultimately they returned to USSA which resulted in acquisitions that will increase the numbers. Mr. Kelly thanked the Bureau and said that they would not be requesting funding from the CVB this year.

Chairman Rob Whitlock said that discussions with the Tourism Director indicated the possibility of making Broken Arrow accommodations a little more attractive to visitors in an attempt to assist BA Youth Baseball events.

Tourism Director, Lori Hill said that she and the Chairman had discussed conducting a half day retreat to consider reviewing the grant application process and guidelines as well as the Tourism Asset Inventory goals and objectives. Chairman Rob Whitlock indicated they had also considered meeting quarterly at different Broken Arrow Hotel properties. Ms. Hill said it would give the hotels an opportunity to show the Bureau their meeting rooms and facilities.

No action was required or taken.

5. Adjournment

MOTION: A motion was made by Lori Lewis, seconded by Dianna Yingst
Move to adjourn.

The motion was carried by the following vote:

Aye: 6 - Dianna Yingst, Rob Whitlock, Lori Lewis, Tonya Ellison, LaTonya Cundiff, and Mark Frie

Absent: 1 - Patsy Terry

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.

POSTED this ____ day of _____, _____, at _____ a.m./p.m.

City Clerk