



City of Broken Arrow
Minutes
Convention and Visitors Bureau

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

Vice Chair Patsy Terry
Member Craig Thurmond
Member Trevor Swanson
Member Ben Buie
Member Karen Chambless
Member Carolyn Shafer
Member Vince Snelling
Member Jason Scarpa
Open Position

Monday, September 10, 2018	1:30 PM	Main Conference Room
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1. Call to Order

Vice Chair Patsy Terry called the meeting to order at 1:30 PM

2. Roll Call and Introductions

Present 6 - Patsy Terry, Dianna Yingst, Karen Chambless, Vince Snelling, Trevor Swanson, and Carolyn Shafer

Absent 2 - Rob Whitlock, and Craig Thurmond

3. General CVB Business

a. [18-1072](#) Presentation and possible approval of the meeting minutes from the July 2, 2018 CVB special meeting

Tourism Director, Lori Hill presented the July 2, 2018 meeting minutes for review.

MOTION: A motion was made by Dianna Yingst, seconded by Tonya Ellison.

Move to approve the July 2, 2018 CVB meeting minutes.

The motion carried by the following vote:

Aye: 5 - Patsy Terry, Dianna Yingst, Tonya Ellison, Karen Chambless, and Trevor Swanson

Absent: 2 - Rob Whitlock, and Craig Thurmond

Abstain: 2 - Vince Snelling, and Carolyn Shafer

b. [18-1073](#) Presentation and possible approval of the meeting minutes from the August 13, 2018 CVB meeting

Tourism Director, Lori Hill presented the August 13, 2018 CVB meeting minutes for review. Ms. Hill clarified to the CVB that there was discussion during the August 13,

2018 CVB meeting where the Chairman stated it was not the event organizer's responsibility to track hotel rooms. Ms. Hill clarified that it was indeed the responsibility of the event organizer to track hotel room counts for events and CVB staff is happy to assist when necessary.

MOTION: A motion was made by Karen Chambless, seconded by Trevor Swanson.

Move to approve the August 13, 2018 CVB meeting minutes.

The motion carried by the following vote:

Aye: 5 - Patsy Terry, Tonya Ellison, Karen Chambless, Trevor Swanson, and Carolyn Shafer

Absent: 2 - Rob Whitlock, and Craig Thurmond

Abstain: 2 - Dianna Yingst, and Vince Snelling

c. [18-1068](#) **Consideration, discussion, and possible approval of the All Pro Tour Golf Tournament grant request in the amount of \$35,000.00**

Vince Snelling left the room at 1:35 PM

Tourism Director, Lori Hill presented the All Pro Tour Golf Tournament grant request to the CVB for review, consideration. Ms. Hill stated that Supreme Lending in Tulsa would partner with the Broken Arrow CVB to spearhead this tournament. All proceeds of the tournament will be provided to Happy Hands Learning Center in Broken Arrow.

MOTION: A motion was made by Karen Chambless, seconded by Dianna Yingst.

Move to approve the APT Golf Tournament grant request of \$35,000.00.

The motion carried by the following vote:

Aye: 6 - Patsy Terry, Dianna Yingst, Tonya Ellison, Karen Chambless, Trevor Swanson, and Carolyn Shafer

Absent: 3 - Rob Whitlock, Craig Thurmond, and Vince Snelling

d. [18-1071](#) **Consideration, discussion, and possible approval of the Broken Arrow Girls Softball League Invitational College Showcase Tournament grant request in the amount of \$7,670.00**

Vince Snelling returned to the room at 1:40 PM. Carolyn Shafter left the room at 1:40 PM.

Tourism Director, Lori Hill presented the Broken Arrow Girls Softball League Invitational College Showcase Tournament grant request in the amount of \$7,670.00. Ms. Hill introduced Robert Shafter to answer any questions the CVB might have.

MOTION: A motion was made by Karen Chambless, seconded by Trevor Swanson.

Move to approve the Broken Arrow Girls Softball Invitational College Showcase grant request in the amount of \$7,670.00.

The motion carried by the following vote:

Aye: 6 - Patsy Terry, Dianna Yingst, Tonya Ellison, Karen Chambless, Vince Snelling, and Trevor Swanson

Absent: 3 - Rob Whitlock, Craig Thurmond, and Carolyn Shafer

- e. [18-1070](#) **Consideration, discussion, and possible approval of the Broken Arrow Girls Softball League Open Showcase grant request in the amount of \$7,670.00**

Tourism Director, Lori Hill presented the Broken Arrow Girls Softball Open Showcase grant request to the CVB for review and consideration.

Mr. Shafer mentioned that the registration process is open for awhile. 12 teams will attend from out of state and approximately 210 hotel room nights per night of tournament.

MOTION: A motion was made by Karen Chambless, seconded by Dianna Yingst.

Move to approve the Broken Arrow Girls Softball Open Showcase grant request in the amount of \$7,670.00.

The motion carried by the following vote:

Aye: 6 - Patsy Terry, Dianna Yingst, Tonya Ellison, Karen Chambless, Vince Snelling, and Trevor Swanson

Absent: 3 - Rob Whitlock, Craig Thurmond, and Carolyn Shafer

- f. [18-1004](#) **Consideration, discussion, and possible approval of the 2018 Ruts n Guts event grant request in the amount of \$10,000.00**

Carolyn Shafer returned to the room at 1:55 PM

Tourism Director, Lori Hill presented the 2018 Ruts n Guts grant request for review and consideration. Ms. Hill stated that the event has not grown and increased over the years as hoped. Ms. Hill also mentioned that it has been very difficult to have the post event follow up reports submitted and deadlines are often not met. Ms. Hill also stated that the event has not been approved yet by the Special Events Committee.

CVB member Tonya Ellison mentioned that she felt the CVB has invested too much in this event to not support it again.

MOTION: A motion was made by Tonya Ellison, seconded by Vince Snelling.

Move to approve the Ruts n Guts event grant request in the amount of \$10,000.00.

The motion carried by the following vote:

Aye: 7 - Patsy Terry, Dianna Yingst, Tonya Ellison, Karen Chambless, Vince Snelling, Trevor Swanson, and Carolyn Shafer

Absent: 2 - Rob Whitlock, and Craig Thurmond

- g. [18-909](#) **Approval of and authorization to execute a Professional Consultant Services Contract with Destination Services, LLC to continue the implementation of the Strategic Plan for the Convention and Visitors' Bureau**

MOTION: A motion was made by Dianna Yingst, seconded by Tonya Ellison.

Move to approve the Destination Services Professional Consultant Services agreement for a six-month term, inclusive of travel, for \$12,800.00.

The motion carried by the following vote:

Aye: 7 - Patsy Terry, Dianna Yingst, Tonya Ellison, Karen Chambless, Vince Snelling, Trevor Swanson, and Carolyn Shafer

Absent: 2 - Rob Whitlock, and Craig Thurmond

4. Tourism Director Report including updates on the following:

- a. [18-1074](#) **Presentation and discussion of updated hotel/motel tax collection report**

Tourism Director, Lori Hill presented the updated hotel/motel lodging tax report. Ms. Hill stated that there are three hotels late in reporting.

This General Business was informational only - no action required or taken.

- b. [18-1075](#) **Presentation and discussion of year-to-date expenditures**

Tourism Director, Lori Hill presented the year-to-date expenditure report.

This General Business was informational only - no action required or taken.

- c. [18-1076](#) **Presentation and discussion of updated activities of the Convention Sales and Marketing Manager**

Convention Sales and Marketing Manager Brian Barger presented his monthly activity report.

This General Business was informational only - no action required or taken.

5. Adjournment

Tourism Director, Lori Hill thanked Dianna Yingst for her years of service on the CVB.

Ms. Hill mentioned that this was Dianna's last meeting on the CVB board.

MOTION: A motion was made by Dianna Yingst, seconded by Karen Chambless.

Move to adjourn the meeting at 2:28 PM.

The motion carried by the following vote:

Aye: 8 - Patsy Terry, Craig Thurmond, Dianna Yingst, Tonya Ellison, Karen Chambless, Vince Snelling, Trevor Swanson, and Carolyn Shafer

Absent: 1 - Rob Whitlock

Attest:

Patsy Terry_____
Vice Chairman

Lori Hill_____
Tourism Director