



City of Broken Arrow
Minutes
Convention and Visitors Bureau

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

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

Monday, February 11, 2019	1:30 PM	Main Conference Room
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1. Call to Order

Vice Chair Karen Chambless called the meeting to order at 1:30 PM

2. Roll Call and Introductions

Present 8 - Karen Chambless, Craig Thurmond, Vince Snelling, Trevor Swanson, Carolyn Shafer, Jason Scarpa, Ben Buie, and Dana Ludwig

Absent 1 - Patsy Terry

3. General CVB Business

- a. [19-228](#) **Presentation and possible approval of the meeting minutes from the September 10, 2018 CVB meeting**

There was not a quorum for the September 10, 2018 meeting minutes.

MOTION: A motion was made by Carolyn Shafer, seconded by Karen Chambless.

Move to table the September 10, 2018 CVB meeting minutes.

The motion carried by the following vote:

Aye: 6 - Karen Chambless, Trevor Swanson, Carolyn Shafer, Jason Scarpa, Ben Buie, and Dana Ludwig

Absent: 3 - Patsy Terry, Craig Thurmond, and Vince Snelling

- b. [19-229](#) **Presentation and possible approval of the meeting minutes from the January 14, 2019 CVB meeting**

Ben Buie arrived at the meeting at 1:32 PM. Vince Snelling arrived at the meeting at 1:33 PM.

Vice Chairman Karen Chambless presented the January 14, 2019 CVB meeting minutes for review and possible approval.

MOTION: A motion was made by Dana Ludwig, seconded by Ben Buie.
Move to approve the January 14, 2019 CVB meeting minutes.
The motion carried by the following vote:

Aye: 7 - Karen Chambless, Vince Snelling, Trevor Swanson, Carolyn Shafer, Jason Scarpa, Ben Buie, and Dana Ludwig

Absent: 2 - Patsy Terry, and Craig Thurmond

c. [19-232](#) **Consideration, discussion, and possible approval of a grant request for the Heartland District of Civitan International for \$500.00**

Vince Snelling left the room at 1:34 PM. Mayor Craig Thurmond arrived at the meeting at 1:37 PM.

Vice Chairman Karen Chambless presented the Heartland District of Civitan International grant request in the amount of \$500.00. Tourism Director, Lori Hill reviewed the grant application and introduced Dale DeReign with the Civitans to answer any questions from the CVB.

Mr. DeReign stated the Civitan Governor requested the event be held in Broken Arrow. The event needs assistance with the cost of transportation for the attendees at Stoney Creek Conference Center to the Rose District for their Friday night event.

MOTION: A motion was made by Trevor Swanson, seconded by Dana Ludwig.
Move to approve the Heartland District of Civitan International grant request in the amount of \$500.00.
The motion carried by the following vote:

Aye: 7 - Karen Chambless, Craig Thurmond, Trevor Swanson, Carolyn Shafer, Jason Scarpa, Ben Buie, and Dana Ludwig

Absent: 2 - Patsy Terry, and Vince Snelling

d. [19-201](#) **Presentation and possible acceptance of the Adroit Event Solutions Great Gatsby New Year's Eve Extravaganza Follow Up Report and possible authorization for a grant reimbursement**

Vice Chairman Karen Chambless presented the Adroit Event Solutions Great Gatsby New Year's Eve Extravaganza follow up report and possible authorization for a grant reimbursement.

Tourism Director, Lori Hill presented on behalf of the event organizers as they live out of state. Ms. Hill stated the event went well but event organizers felt the attendance could have been better. There were approximately 250 people that attended the event with 44 overnight accommodations at Stoney Creek Hotel.

MOTION: A motion was made by Ben Buie, seconded by Trevor Swanson.
Move to approve a grant reimbursement in the amount of \$4,400.00 for the Adroit Event Solutions Great Gatsby New Year's Eve Extravaganza event.
The motion carried by the following vote:

Aye: 7 - Karen Chambless, Craig Thurmond, Trevor Swanson, Carolyn Shafer, Jason Scarpa, Ben Buie, and Dana Ludwig

Absent: 2 - Patsy Terry, and Vince Snelling

e. [19-177](#) **Presentation and possible acceptance of the Team Air Assurance Ruts n Guts Follow Up Report and possible authorization of a grant reimbursement**

Trevor Swanson left the room at 1:42 PM.

Vice Chairman Karen Chambless presented the Team Air Assurance Ruts n Guts follow up report and possible authorization for grant reimbursement.

Tourism Director, Lori Hill presented the follow up report submitted by Team Air Assurance. Ms. Hill stated that Staff was recommending approval of the 14 overnight accommodations reported by TownePlace Suites and LaQuinta hotels. Ms. Hill stated that event organizers would like to have overnight accommodations listed on the post survey to attendees be counted towards the room nights needed for reimbursement.

Ms. Hill introduced Tanner Culbreath and Mike Guillen with Team Air Assurance to answer any questions from the CVB. Mr. Wilburn stated the ride on Thursday was canceled by Broken Arrow Police, due to impending weather. Unfortunately, the weather was fine but the Thursday ride was unable to take place.

Ben Buie stated he felt the additional hotels provided in Team Air Assurance's post survey to attendees was good data. Jason Scarpa felt unsure if this data should be used as it could set a precedence going forward. Tanner Culbreath requested the additional 39 hotel rooms provided in their post event survey attendees be counted towards the overnight room counts.

Mike Guillen mentioned there were people that showed up at the event that booked their lodging thru third-party sites such as Travelocity. Team Air Assurance was unable to count those rooms because they did not book directly thru the hotels.

City Attorney Kim Slinkard mentioned there is nothing in the grant guidelines that says the hotel has to provide documentation. Ms. Slinkard said the event organizer can provide data and the CVB can choose to accept that information or not.

MOTION: A motion was made by Ben Buie, seconded by Dana Ludwig.
Move to approve the Team Air Assurance Ruts n Guts grant follow up report

and authorize a reimbursement in the amount of \$5,300.00.

The motion carried by the following vote:

Aye: 6 - Karen Chambless, Craig Thurmond, Carolyn Shafer, Jason Scarpa, Ben Buie, and Dana Ludwig

Absent: 1 - Patsy Terry

Abstain: 2 - Vince Snelling, and Trevor Swanson

4. Tourism Director Report including updates on the following:

a. [19-230](#) Presentation and discussion of updated hotel/motel tax collection report

Trevor Swanson and Vince Snelling returned to the room at 2:02 PM.

Tourism Director, Lori Hill presented the updated hotel tax collection report.

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

b. [19-231](#) Presentation and discussion of year-to-date expenditures

Ms. Hill presented the year-to-date expenditure report.

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

c. [19-234](#) Presentation and discussion of updated activities of the Convention Sales and Marketing Manager

Brian Barger presented the Convention Sales and Marketing Manager monthly report.

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

5. Adjournment

MOTION: A motion was made by Ben Buie, seconded by Carolyn Shafer.

Move to adjourn the meeting at 2:12 PM.

The motion carried by the following vote:

Aye: 8 - Karen Chambless, Craig Thurmond, Vince Snelling, Trevor Swanson, Carolyn Shafer, Jason Scarpa, Ben Buie, and Dana Ludwig

Absent: 1 - Patsy Terry

Attest:

Patsy Terry_____
Chairman

Lori Hill_____
Tourism Director

