

CONVENTION AND TOURISM BUREAU
AGENDA
August 27, 2015
2 PM
ROOM 5 – GROVE COMMUNITY CENTER
104 WEST THIRD STREET
GROVE, OKLAHOMA 74344

- A. Call Meeting to Order
- B. Public Comments
- C. Discussion and/ or Action with Respect to Minutes from the July 22, 2015 Meeting.
- D. Discussion and/ or Action with Respect to Attendance at Tourism Work Shop.
- E. Discussion and/ or Action with Respect to Work Session to Review and Discuss Possible Goals/Work Plans; Mission Statements; Marketing Strategies; Grants; Organization Identity; etc.
- F. Staff Reports
- G. Board Reports
 - 1. Amelia Chamberlain
 - 2. Jim Corbridge
 - 3. Hitesh Patel
 - 4. John Wells
 - 5. Brad Wisdom
- H. Adjournment

CITY OF GROVE
CONVENTION AND TOURISM BUREAU
MINUTES
REGULAR MEETING
JULY 22, 2015

City Clerk Bonnie Buzzard administered the Oath of Office to Hitesh Patel, and Brad Wisdom.

John Corbridge, Chairman, called the meeting to order. Members present were Amelia Chamberlain, John Wells, Hitesh Patel, and Brad Wisdom. Also in attendance were Bill Keefer, City Manager and Debbie Bottoroff, Assistant City Manager.

There were no public comments.

Corbridge opened the floor for discussion in respect to the approval of minutes of the June 10, 2015 Regular Meeting. Chamberlain made a motion seconded by Wells to approve the minutes. 5 AYE, 0 NAY, Motion carried.

Corbridge opened the floor for discussion in respect to adopting by-laws for the Convention and Tourism Bureau. After much discussion the following amendments were made to the By-laws:

- 4-4 The Bureau members shall be appointed by the Mayor, subject to a majority vote of the City Council. At no time shall more than one (1) representative of the same Hotel ~~Industry~~ or the same Tourist Attraction be appointed to serve as a member of the Bureau.

- 5-1 Officers of the Bureau shall consist of a chairperson, vice chairperson and secretary. The chairperson, vice chairperson and secretary shall be elected by the membership of the Bureau. ~~The secretary shall serve at the request of the Bureau and shall be the City Clerk of the City of Grove.~~ Staff will provide administrative support.

- 5-2. Nomination of officers shall be made ~~from the floor~~ by the members of the Bureau at the first regular meeting of January each year. Election of officers shall follow immediately. A candidate receiving a majority vote of the entire membership shall be declared elected.

- 6-3 *The secretary shall:*
 - ✓ Perform duties as delegated.
 - ✓ ~~Record attendance at all meetings;~~
 - ✓ ~~Record and retain the minutes of the meetings;~~

- ✓ ~~Notify all members of all meetings;~~
- ✓ ~~Maintain a file of all official Commission records and reports;~~
- ✓ ~~Give notice and be responsible for publishing public notices of all Bureau meetings;~~

7-2 The Bureau shall schedule Regular Meetings at 2:00 p.m. on the fourth Thursday of each month excluding National Holidays, said meetings will be held only when necessary to conduct pending or upcoming business. The Bureau is subject to Special Meetings at the call of the Chairman as needed.

Wells made a motion, seconded by Wisdom to approve the Resolution implementing the By-Laws for the Bureau as amended. 5 AYE, 0 NAY, Motion carried.

After discussion of numerous ideas the Bureau would like to accomplish, Keefer suggested a Work Session be held. At the work session the members would be able to brain storm and prioritize measurable goals to accomplish. Keefer asked the members to begin thinking of ideas they may have for the work session and writing them down. Corbridge suggested members e-mail their ideas to Keefer and he will compile a list of the ideas to present at the work session.

After much discussion Wells made a motion seconded by Wisdom to schedule a work session following the Regular Meeting on August 27 at 2 p.m. 5 AYE, 0 NAY, Motion carried.

During Staff and Board Reports, Corbridge asked how the Council will be updated on the action of the Bureau? Keefer suggested after the work session is complete and the members have established goals, Corbridge would make a presentation of them to the Council and also update them on the status of the Bureau's actions. Staff will also provide copies of the approved minutes to the Council each month.

Wells advised the members that Grand Lake Association hired Ted Allison as the Executive Director. Allison is a long-time resident of Grand Lake and is excited to be here; Wells offered copies of his resume to the members.

Wells advised the Big Bass Bash fishing tournament held the past weekend was a successful event, he added the GLOC Performance Boat race was also successful. Wells told the members, the Big Bass Bash event will continue to be held on Grand Lake twice a year, and the GLOC Performance Boat Race will hold its second annual event on Grand Lake next year. He suggested the Bureau assist in supporting both of these events.

Wells requested copies of the other Bureau member's resumes, so he could get to know each of them and their backgrounds; he offered to share his resume with the other members as well. Keefer offered to make copies of each of the member's application submitted to Council for consideration to be appointed to the CTB.

Wisdom made a motion seconded by Chamberlain to adjourn. 5 AYE, 0 NAY, Motion carried and meeting was adjourned at 3:04 p.m.

August 24, 2015

TO: CTB Board
FROM: Bill Keefer, City Manager
RE: Lt. Governor's Travel and Tourism Summit

Attached for the Board's review and discussion is information pertaining to an upcoming Travel and Tourism Summit through the Oklahoma Travel Industry Association. This program is a half day work shop that will be held on three different dates and different locations in September and October. The CTB budget has funds designated for training for the board and staff.

As these opportunities present themselves, Staff will pass them along to the Board for consideration. If there is interest in attending one of the sessions, Staff will take care of the registration.

Event Name: Lt. Governor's Travel & Tourism Summits

Description: The Oklahoma Travel Industry Association has partnered with Lt. Governor Todd Lamb (<http://www.viethconsulting.com/Calendar/moreinfo.php?eventid=34768#lamb>) to produce the Lt. Governor's Travel & Tourism Summits, which are held around the state. Each half-day program will provide tourism education featuring speakers covering a range of topics on best practices to promote tourism in your region, followed by a townhall-type discussion by the Lt. Governor on tourism development in each of the areas visited around the state. The programs will conclude with a networking reception.

Event Date: 09-17-15
09-24-15
10-26-15

Event Time:

Location: , OK 7312
UNITED STATES

Contact Person: helpdesk@okrestaurants.com (<mailto:helpdesk@okrestaurants.com>)
(phone: (405) 942-1121)

Details: Dates/Locations**September 17, hosted by the Bartlesville
Convention & Visitors Bureau**

Woolaroc
1925 Woolaroc Ranch Road
Bartlesville, OK 74003
Speaker: Mike Fullerton

**Part I: The Power of Travel Promotion**

Brand USA, the public-private partnership created to increase international visitation to the United States, has successfully marketed the United States as the premier travel destination. Brand USA works in close partnership with over 500 organizations to invite people all over the world to explore the virtually limitless travel experiences and destinations available in the United States of America. Brand USA has several new exciting platforms in which they are enticing these travelers.

Increasing international visitation is important; these visitors on average spend \$4,300 per person, stay an average of 17 days and generate tax revenue in communities across the United States. These travelers want to see all that the United States has to offer. Brand USA efforts with its partners are working—international visitation and spend are on the rise, and all indications are that the USA is beginning to regain its share of the global travel market.

Part II: The Power of Travel Promotion

Travel and tourism is a cash-generating machine for state and local governments. In 2013, travel generated \$134 billion in tax revenue to government at all levels and \$61 billion to state and local governments—enough to pay the wages of every firefighter and police officer in the country. Travel continues to outpace the rest of the U.S economy in jobs—by promoting travel you are strengthening the economic vitality of your community.

Travel promotion represents one of the best investments a state or city can make.

**September 24, hosted by the Duncan
Convention & Visitors Bureau**

Simmons Center, Chisholm Trail Hall
800 Chisholm Trail Parkway
Duncan, OK 73533
Speaker: former Lt. Governor Jari Askins/Topic TBA

**October 26, hosted by Visit Tulsa**

Cox Business Center
100 Civic Center
Tulsa, OK 74103
Speaker/Topic TBA

**Agenda for all Summits**

1:00 - 1:30pm	Registration
1:30 - 1:45pm	Welcome by Host Community
1:45 - 2:45pm	Education Workshop – Part I
2:45 - 3:00pm	Break
3:00 - 4:00pm	Education Workshop – Part II
4:00 - 4:15pm	Break
4:15 - 5:00pm	Town Hall Meeting with Lt. Governor Todd Lamb
5:00 - 6:00pm	Networking Reception Hosted by Community for Lt. Governor and All Guests

Rates

- **Full Registration - \$45/person/event**
Includes Education Workshops, Breaks, Town Hall Meeting, and Networking Reception.
- **Reception Only - \$20/person/event**
Includes Town Hall Meeting and Networking Reception only.

*** Registering 3 or more people from the same business?
Use the discount code SUMMIT15 and get 50% off!**

Speakers



Lt. Governor Todd Lamb State of Oklahoma

Oklahoma elected Todd Lamb as Lt. Governor on November 2, 2010. With a campaign focused on job growth and economic development, Lt. Governor Lamb achieved an overwhelming victory and quickly began putting his forward-thinking ideas and agenda in place. He was appointed to the Governor's cabinet as the advocate for Oklahoma's small business. Lamb was reelected as Lt. Governor in 2014.

An Enid native, Lamb played football at Louisiana Tech University, then returned to Oklahoma earning his bachelor's degree from Oklahoma State University and his law degree from Oklahoma City University School of Law.

In 1993, Todd Lamb worked on the campaign staff of gubernatorial candidate Frank Keating. Upon Keating's election, Lamb worked alongside the Governor for four years. During his time in the Governor's office, Lamb traveled to all of Oklahoma's 77 counties, almost half of the United States, and 2 foreign countries promoting Governor Keating's pro-growth economic agenda. Lamb served in the Keating Administration from 1994 until 1998.

In 1998, Todd Lamb became a Special Agent with the United States Secret Service. He was elected president of his Secret Service Academy class and graduated with special recognition. During his U.S. Secret Service tenure, Lamb investigated and made numerous arrests in the areas of counterfeiting, bank fraud, threats against the President, and identity theft. His duties included domestic and international protection assignments during the Clinton and George W. Bush administrations. In 2000, Lamb was a site supervisor for George W. Bush's presidential campaign. In early 2001, he was appointed to the national Joint Terrorism Task Force, where he received training and briefings at the CIA, FBI, and Secret Service headquarters in Washington, D.C. After the terrorists' attacks, he was assigned to portions of the 9-11 investigation.

Lt. Governor Todd Lamb was elected to his first term in the Oklahoma Senate on November 2, 2004 by the voters of Senate district 47 representing NW Oklahoma City and Edmond. Lamb was re-elected without opposition in 2008.

In 2009, Lamb became the first Republican Majority Floor Leader in state history. He has worked as a landman in Oklahoma's energy industry, and in addition to his Senate service, was General Counsel for an energy and wireless company in Edmond, Oklahoma.

Lt. Governor Lamb is the Chairman of the Republican Lieutenant Governor's Association (RLGA), the immediate past Chairman of the National Lieutenant Governor's Association (NLGA), and Vice-Chairman of the Aerospace States Association (ASA).

Todd Lamb and his wife Monica have been married 19 years and have two children, Griffin and Lauren. The Lambs are active members of Quail Springs Baptist Church, where Lamb serves as a church deacon. He has been a member of the Oklahoma Secondary Schools Athletic Association where he officiated high school football. He is active in many other civic and political organizations. In his spare time, Lamb enjoys fishing, hunting, reading, and spending time with his family.

Mike Fullerton

Director, Public Affairs - Brand USA

Michael Fullerton is Director of Public Affairs for Brand USA, the public-private partnership responsible for launching the United States' first-ever nationally coordinated tourism marketing effort. Mike contributes to the organization's efforts to build and execute effective marketing strategies to increase inbound travel to the United States in order to increase U.S. exports, create jobs, strengthen the economy, and help enhance the image of the United States with people all over the world. These programs consist of marketing, public relations, and partnership programs critical to the overall marketing of the United States as the world's premier travel destination, as well as communications programs to provide travelers with vital information that inspires and makes it easier to explore the vast range of experiences and destinations available in the U.S.A.



Links: CURRENT PARTNERS (http://otia.info/tourism_summit_partners.php)

Email Reminder: click here to setup an email reminder for this event (event_reminder.php?eid=42491063&org_id=OTIA)

return to Oklahoma Travel Industry Association (<http://www.otia.info>)



CHEROKEE NATION®



For a complete list of our Major Tourism Partners, click here (http://otia.info/major_tourism_partners.php)

3800 N. Portland Ave., Oklahoma City, OK 73112

Website by Vieth Consulting (<http://www.viethconsulting.com>)

Oklahoma Travel Industry Association

Buyer's Guide (https://mms.okrestaurants.com/members/directory/buyers_guide.php?org_id=OTIA)

U.S. TRAVEL ASSOCIATION (<http://www.ustravel.org/>)

August 25, 2015

TO: CTB Board
FROM: Bill Keefer, City Manager
RE: Work Session

Attached for reference is an outline for various topics that the Board and Staff can begin discussing at our work session. This list is by no means all-inclusive and can be added to as well as trimmed per the Board's direction. The work session was included on the regular agenda versus a "special meeting" since it was planned as an extension of the regular meeting. Also attached is a list of core objectives and mission statements from other communities. In addition, several CTB directors from other cities have indicated that they would be open to coming to Grove for a meeting and discussing their projects and programs.

As the list of topics is lengthy, the work session discussion can extend over several meetings as necessary.

Also included for reference is a copy of the by-laws as adopted (and amended) at our last meeting.

CONVENTION AND TOURISM BUREAU WORK SESSION TOPICS OF DISCUSSION AUGUST 27, 2015

A large percentage of the list of topics was taken from a strategic planning document from the Edmond Convention and Visitors Bureau. The list of items are to be used to generate discussion and ideas on how we want to move forward. Some of the topics are broad and others are very specific. Some could be used as the basis for a short term or long term goal and/or a work plan for the board. Whereas others could relate to the day to day "operation" of the CTB.

GOALS/WORK PLANS

- Increase Motel Occupancy
- P/T Staff or Contract with another agency.
- Facilities for Conferences and Events
- CTB Signature Event/Activity
- Performance Measures

MISSION STATEMENT

MARKETING

- Website
- Social Media
- Advertising
- Brochures
- Trade Shows
- "Trinkets"
- Signage

GRANTS

- Support events
- Emphasis on bringing visitors to the community.
- Accountability on the return of CTB investment into the event.

IDENTITY

- Logo.
- Letterhead
- Grove/Grand Lake

GENERAL

- Budget
- Event Assistance (planning, marketing materials, volunteers, etc.)

What is a Convention Tourism Bureau (CTB)?

A Convention Tourism Bureau (CTB) is a governing board supported by transient room tax and government budget allocations.

The Grove Convention and Tourism Bureau (CTB) positively impacts the economic well-being of Grove by marketing the area as an outstanding destination for recreation, leisure travel, business travel, meetings and conventions, and by providing quality service to these visitors.

A CTB does not organize meetings and conventions, but guides meeting planners and visitors to attractions and services that result in a GRAND experience.

Core Objectives No. 1

- ✓ To encourage visitors to discover the historic, cultural and recreational opportunities available in the Grove and Grand Lake area.
- ✓ To encourage groups to hold meetings, conventions and trade shows in Grove.
- ✓ Provide a wealth of information (in advance to visitors arrival and while they are in the area) about what to see and do in Grove and Grand Lake.
- ✓ Provide information on facilities in the area.
- ✓ Produce a comprehensive visitor planning guide

Core Objectives No. 2

- ✓ Create awareness of Grove and Grand Lake as a destination of choice for travelers for recreation, leisure, and conventions
- ✓ Create new and potential customers to take action and visit Grove and Grand Lake
- ✓ Develop local tourism program that connect tourism business partners, our community and constituents
- ✓ Development of additional tourism packages and services to enhance the visitor experience
- ✓ Develop a brand that strongly positions Grove and Grand Lake as one of the top recreational destinations in the country.
- ✓ Create positive awareness, support and participation for the CTB marketing programs.

Core Objectives No. 3

- ✓ To encourage groups to hold meetings, conventions and tradeshow in Grove
- ✓ To encourage tourists to visit and enjoy the historic, cultural and recreational opportunities Grove and Grand Lake offers
- ✓ A CTB does not organize meetings and conventions, it does however, help meet planners and visitors learn about the destination and area attractions and make the best possible use of all the services and facilities the Grove and Grand Lake have to offer.

Mission Statement No. 1

To market and promote Grove and the Grand Lake area for the purpose of attracting visitors and growing the economy and to serve visitors with genuine hospitality.

Mission Statement No. 2

The Grove Convention Tourism Bureau a non-profit governmental authority whose mission is to aggressively market Grove and Grand Lake's assets, maximizing economic impact while providing excellent visitor service.

Mission Statement No. 3

To market and promote Grove as a leisure, cultural and recreational destination.

Mission Statement No. 4

The Grove Convention and Tourism Bureau (CTB) is the official destination tourism marketing organization for the City of Grove, providing a public/private partnership for marketing tourism and is responsible for increasing visitor business into our community.

Mission Statement No. 5

The Grove Convention and Tourism Bureau (CTB) mission is to emulate and exceed the tourism's industry's highest professional standards and best business practices to deliver a competitive and successful destination marketing program for Grove and Grand Lake.

Mission Statement No. 6

The Grove Convention and Tourism (CTB) mission is to promote, market, and service Grove and Grand Lake as a convention and tourist destination by generating overnight stays. Our vision is to enhance and develop the fabric of the community by soliciting and servicing conventions and other group business, events and tourists.

ATTACHMENT A

CITY OF GROVE CONVENTION AND TOURISM BUREAU BYLAWS

ARTICLE I AUTHORIZATION

- 1-1 This Convention and Tourism Bureau is established in conformance with Ordinance No. 628 adopted on February 3, 2015 by the City Council of Grove, Oklahoma, and the statutes of the State of Oklahoma.
- 1-2 The official title of this bureau shall be "City of Grove Convention and Tourism Bureau," hereinafter referred to as the Bureau.
- 1-3 Upon a majority vote of the Bureau, a request to approve these Bylaws shall be submitted to the Council for their approval. Bylaws are not effective until approved by the City Council.

ARTICLE II PURPOSE

- 2-1 The purpose of the Bureau is to encourage, promote, enhance and foster conventions and tourism; market the Grove community; assist with the promotion and support of community events and activities.

ARTICLE III DUTIES

- 3-1 The Bureau shall adopt such administrative rules and regulations as they deem necessary and expedient for the proper operation of the Bureau.
- 3-2 The Bureau shall develop and regularly update a strategic plan to include specific goals and objectives to encourage, promote, enhance and foster conventions and tourism; market the Grove community; assist with the promotion and support of community events and activities.
- 3-3 The Bureau shall have the authority to submit an annual budget of operations for the City of Grove Tourism Development Fund to the City Council. Funding of the City of Grove Tourism Development Fund shall be contingent upon appropriation by the Council. Funds shall be subject to annual audit according to accepted governmental accounting principles.
- 3-4 The Bureau shall have the authority upon a majority vote of its members to utilize revenues collected and deposited to the City of Grove Tourism Development Fund for tourism promotion of the City of Grove. Tourism promotion is defined by the Bureau to mean any activity identified in Section 7-707 of Ordinance 628.

- 3-5 The Bureau shall develop guidelines and evaluate proposals for awarding of funds to promote tourism, in compliance with local and state laws.
- 3-6 The Bureau shall meet with the City Council, as requested, to determine how the Bureau may best serve and assist the City Council.
- 3-7 Upon approval of minutes of each Bureau's meeting a copy of said minutes shall be provided to the City Council.

ARTICLE IV MEMBERSHIP

- 4-1 The members of the Bureau shall serve without compensation.
- 4-2 The City Council may provide for the payment of expense incurred by Bureau members in the performance of their official duties and compensation for services.
- 4-3 The Bureau shall be composed of five (5) members, and shall consist of the following: three (3) members representing the Hotel Industry as defined in Section 7-702 of Ordinance 628; and two (2) members representing Tourist Attractions as also defined in Section 7-702.
- 4-4 The Bureau members shall be appointed by the Mayor, subject to a majority vote of the City Council. At no time shall more than one (1) representative of the same Hotel or the same Tourist Attraction be appointed to serve as a member of the Bureau.
- 4-5 The Bureau members shall be for terms of three (3) years. Provided, however, the Council shall appoint two (2) members for an initial term of one (1) year, two (2) members for an initial term of two (2) years, and one (1) member for an initial term of three (3) years.
- 4-6 The term of Bureau member shall expire immediately prior to the beginning of the regular meeting at which meeting his or her successor's term of office shall began.
- 4-7 Any vacancy in membership shall be filled by the method in 4-4 and shall be only of the unexpired portion of the term.
- 4-8 Any member of the Bureau shall be eligible for reappointment.
- 4-9 Any member of the Bureau may be removed by the City Council for inefficiency, neglect of duty, or malfeasance in office.
- 4-10 If any member of the Bureau shall be absent for fifty (50) percent of all the meetings of the Bureau held within four (4) consecutive calendar months, the member shall be removed from the Bureau. A new member shall be appointed in accordance with Section 4-4 above.

ARTICLE V BUREAU OFFICERS

- 5-1 Officers of the Bureau shall consist of a chairperson, vice chairperson and secretary. The chairperson, vice chairperson and secretary shall be elected by the membership of the Bureau. Staff will provide administrative services.
- 5-2 Nomination of officers shall be made by the membership of the Bureau at the first regular meeting of January each year. Election of officers shall follow immediately. A candidate receiving a majority vote of the entire membership shall be declared elected.
- 5-3 The term of office shall be for one year or until the successor takes office.
- 5-4 Any vacancies in office shall be filled for the *un-expired portion of the term* in the same manner as the officers are originally elected.

ARTICLE VI DUTIES OF OFFICERS

- 6-1 *The chairperson shall:*
- ✓ Preside at all meetings;
 - ✓ Perform duties delegated.
- 6-2 *The vice chairperson shall:*
- ✓ Act in the absence or inability of the chairperson to act with the full powers of the chairperson;
 - ✓ Perform duties delegated.
- 6-3 *The secretary shall:*
- ✓ Perform duties delegated.

ARTICLE VII MEETINGS

- 7-1 The initial meeting of the Bureau shall be held within thirty (30) days of appointment of members by the City Council.
- 7-2 The Bureau shall schedule Regular Meetings on the fourth Thursday of each month, said meetings will be held only when necessary to conduct pending or upcoming business. The Bureau is subject to Special Meetings at the call of the Chairman as needed.
- 7-3 All meetings of the Bureau shall be subject to the Open Meetings Act of Oklahoma.
- 7-4 Items may be placed on the agenda by the Chairman, City Manager or designee, or at the request of a member of the Bureau.
- 7-5 A quorum shall consist of a majority of the Bureau members.

7-6 Bureau meetings shall be conducted in accordance with these Bylaws and City Council Rules and Procedures, as applicable to the Bureau.

ARTICLE VIII VOTING


8-1 Each member shall vote on all agenda items, except on matters involving a conflict of interest, substantial financial interest, or substantial economic interest under local, state and federal laws.

8-2 No action of the Bureau shall be valid unless authorized by a majority vote of the members present and voting.

ARTICLE IX AMENDMENTS

9-1 Upon a majority vote of the Bureau, a request to amend these Bylaws shall be submitted to the Council for their approval. Bylaw amendments are not effective until approved by the City Council.

PASSED and APPROVED by the City of Grove Convention and Tourism Board this 22nd day of July, 2015.



Jim Corbridge, Chairman

ATTEST:



Amelia Chamberlain, Secretary

RESOLUTION NO. 15-001

**A RESOLUTION ADOPTING THE CITY OF GROVE CONVENTION
AND TOURISM BUREAU BYLAWS.**

**BE IT RESOLVED BY THE MEMBERS OF THE CITY OF GROVE COVENTION AND
TOURISM BUREAU:**

SECTION ONE: The City of Grove Convention and Tourism Bureau hereby adopt the ByLaws as set-forth in 'Attachment A'.

SECTION TWO: Any resolution or parts of resolutions of City of Grove Grove Convention and Tourism Bureau found to be in conflict herewith are hereby repealed.

APPROVED and adopted by the Members of the City of Grove Grove Convention and Tourism Bureau on the 22nd day of July, 2015.

Jim Corbridge, Chairman

ATTEST:

Amelia Chamberlain, Secretary