

CITY OF GROVE  
CONVENTION AND TOURISM BUREAU  
MINUTES  
REGULAR MEETING  
AUGUST 27, 2015

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

Sharon LeBow provided tourism packets to the Bureau members and staff. LeBow advised members these packets are passed out to local hotels, Cedar Oaks RV Park and Candlewyke Inn. The packets contain 36 coupons from local retailers, brochures from Har-Ber Village and Lendonwood Gardens, a map showing the location of businesses, the GAMA marketing magazine and a 'Welcome to Grove' letter from Mayor Marty Follis.

LeBow advised local sponsors pay for the cost of printing the coupons. To get the best price, the coupons are printed in increments of 1000 at a price of \$508 and the coupons last approximately three years.

LeBow requested that the CTB take the lead role in the tourism packet promotion. Keefer agreed this may be a role the CTB could take on in the future, but at this time there is no staff person available to take on the responsibility. LeBow acknowledged that she understood, and encouraged the members to consider taking the lead role when staffing is available.

Corbridge opened the floor for discussion in respect to the approval of minutes of the July 22, 2015 Regular Meeting. Corbridge advised there were two names spelled incorrectly, and requested those be corrected. Chamberlain made a motion to approve the minutes with the corrections; the motion was seconded by Wells. 4 AYE, 0 NAY, Motion carried.

Keefer provided information to the members regarding the Lt. Governor's Tourism Workshop being held in the Tulsa and Bartlesville area. He asked the members if there was interest in attending one of the workshops. Wisdom advised he has previously attended this workshop and Lt. Governor Lamb did a good job, and the workshop was very informative. After discussion, the members directed staff to register them for the October 26, 2015 workshop held in Tulsa.

Chairman Corbridge suggested the order of the agenda be changed to allow for the Staff Reports and Board Reports be heard prior to beginning the work session.

## **Staff Reports**

Keefer recommended having representatives of the Claremore and/or Miami Visitors Bureau attend a future meeting to share information and ideas that may be helpful to the Bureau.

Wells asked when a Balance Sheet of the Funds collected would be available to the members. Keefer advised the first Lodging Tax funds will be received in September, and there will be a report included in their September meeting packet.

Wells requested information on the Wolf Creek Park pavilion. Keefer advised Mr. Tim Wofford provided a proposal to the City Council at their August 18, 2015 meeting. Wofford is proposing to raise \$1.5 to \$2 million in corporate funds to construct a pavilion at Wolf Creek Park in return for naming rights.

Council approved the proposal and directed staff to prepare an agreement with Wofford. The agreement will be reviewed by the City Attorney and will be presented to the City Council for consideration at their September 15 meeting. Once the agreement is approved, Mr. Wofford will begin his fundraising efforts, when adequate funds are raised the City will begin the competitive bidding process for construction of the pavilion.

## **Board Reports**

Chamberlain shared reports from 2013, 2014 and 2015 showing the results of various types of advertisement for Har-Ber Village.

Wells expressed his concerns that Ken and Linda Little were facing regarding closing one side of Sailboat Bridge to provide an area for pedestrians to view the 2016 GLOC event. Wells advised Little was running into political issues that are preventing the closing of the bridge for the event. Keefer asked who at ODOT had Little talked with; Wells was not sure, but suggested Keefer talk with Little. Keefer agreed to contact Little and find out who he has been talking to at ODOT and what his ideas are about closing the bridge.

## **Work Session**

With no further reports, Chairman Corbridge requested members and staff move to the table for a more convenient setting for the work session. Corbridge opened the floor for discussion of a mission statement. After much discussion the members agreed to the following Mission Statement:

*The mission of the Grove Convention and Tourism Bureau is to promote and market Grove and the Grand Lake area as a leisure, cultural and recreational destination. By generating revenues from overnight stays we can grow the economy by assisting with the development of area tourism, facilities, programs and events.*

The next item of discussion was creating an Identity for the CTB. Corbridge suggested contacting Judy McHenry, a local artist and a Grove Rotary Member, requesting she design a

logo to identify the Bureau. Once the logo is created and approved it can be incorporated into letterheads, etc. The logo can also be used as a tool to acknowledge the CTB when a grant is provided. The members were in agreement with Corbridge, Chamberlain and Keefer contacting McHenry to request her services.

Corbridge suggested inviting Chuck Perry, a local realtor and a member of the OK Department of Tourism Board, to make a presentation at a future CTB meeting. Members agreed this was a good idea; Corbridge and/or Keefer will contact Perry.

Wells expressed the importance of coordinating and scheduling organization and group events that are being held throughout Grove and Grand Lake. Members agreed a joint effort to schedule events in the area would benefit several organizations and groups. Keefer suggested Grand Lake Association as a good resource; Corbridge advised he would introduce himself to Ted Allison, the new GLA Executive Director to discuss the idea.

Chamberlain suggested the City's new website link to local tourism and marketing sites. Wisdom commented visitors may not know where to find GLA or the Chamber on-line, but they will know to search GROVE, OK; providing one site that will link to the other groups would be a user friendly way to get the information out on the web. Bottoroff advised that is how the city's new website is designed and it will be very user friendly and easy to access tourist information for Grove and Grand Lake.

After additional discussion Chairman Corbridge suggested winding down the work session. Keefer suggested holding a work session at the end of their next meeting to discuss Marketing; he requested members provide copies of tourist magazines, flyers, and brochures they may have.

Wells made a motion seconded by Wisdom to adjourn. 4 AYE, 0 NAY, Motion carried and meeting was adjourned at 4:20 p.m.