

CITY OF GROVE
CONVENTION AND TOURISM BUREAU
MINUTES
REGULAR MEETING
SEPTEMBER 24, 2015

Jim Corbridge, Chairman, called the meeting to order. Members present were Amelia Chamberlain, John Wells, Brad Wisdom and Hitesh Patel. 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 August 27, 2015 Regular Meeting. Corbridge advised there was a name misspelled in the minutes and requested staff to correct. Chamberlain made a motion seconded by Wells to approve the minutes with the correction. 5 AYE, 0 NAY, Motion carried.

Keefer presented the members with the Monthly Finance Report that was prepared by Lisa Allred, City Treasurer. He advised the report was for the month of August and there were no expenses or revenues to report. Keefer advised the revenue from the Lodging Tax that was received in September as well as the expenses for the upcoming training seminar would be reflected on next month's report. Keefer provided members with a copy of the Lodging Tax spreadsheet showing \$11,908.38 was collected for the month of July.

Corbridge opened the floor for discussion in respect to the approval of a Resolution adopting a Mission Statement for the Grove Convention and Tourism Bureau. Keefer reminded the members the Mission Statement was discussed at their previous work session, and adopting by Resolution would provide an official record. Wells made a motion seconded by Wisdom to approve the Resolution adopting the Mission Statement. 5 AYE, 0 NAY, Motion carried.

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.

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

Staff Reports

Keefer advised registration to attend the training seminar scheduled for October 26, 2015 in Tulsa was complete except for Patel who was absence at the previous meeting; Keefer will add Patel to the registration.

Bottoroff reminded the members to turn in their 'Bio' sheets for the new website. She also advised the members that Tanya Andrews, Executive Director of the Claremore Expo and Visitors Bureau will provide a presentation at the October 22, 2015 meeting.

Board Reports

Corbridge presented the members and staff with a sample CTB logo created by Judy McHenry. Members and staff preferred the blue sample over the gray sample. Wells requested a sample with a capital 'G' to compare to the sample with the lower case 'g'. Corbridge advised he would provide both samples of the logo at the next meeting. Keefer advised he would place an action item on the next agenda regarding selecting a CTB logo.

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.

Chamberlain provided the group with a variety of marketing materials geared towards tourism. She will contact Green Country Marketing to request a representative provide a presentation at a future meeting.

Corbridge suggested the members identify a Target Audience. After much discussion, members preferred *'families that will spend a week or more in Grove'* as their Target Audience. Members discussed the importance of having activities for families in and around the Grove area. Members discussed current activities held in and around the Grove area that attracts visitors, and the importance of expanding on those activities to create more tourism traffic.

During continued discussion members agreed Grand Lake is the main attraction to Grove and the surrounding area, however the limited lake access particularly beach areas is a serious concern. Keefer advised there is an interest in the City and GRDA partnering to create a beach area off of 98th Street. The area would require clean-up and clearing before it could be utilized by the public for lake access, but it is a potential site. Wells had concerns about the water being shallow and stagnant in that area.

Wells expressed his continued concern of organizations scheduling events without coordinating with other groups, resulting in an inadequate amount of available rooms for overnight stays.

Members discussed the importance of utilizing the Oklahoma Department of Tourism website. Corbridge suggested inviting Chuck Perry, a local realtor and a member of the OK Department of Tourism Board, to next month's meeting. Keefer advised he would contact Perry and invite him.

After additional discussion Chairman Corbridge suggested winding down the work session.

Chamberlain made a motion seconded by Wells to adjourn. 5 AYE, 0 NAY, Motion carried and meeting was adjourned at 4:06 p.m.