

CITY OF GROVE
CONVENTION AND TOURISM BUREAU
MINUTES
REGULAR MEETING
JANUARY 26, 2017

Jim Corbridge, Chairman, called the meeting to order. Members present were Amelia Chamberlain, Brad Wisdom, John Wells, and Hitesh Patel. Also in attendance were Brent Malone, Executive Director, 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 December 8, 2016 Special Meeting. Chamberlain made a motion seconded by Wisdom to approve the minutes as presented. 5 AYE, 0 NAY, Motion carried.

Corbridge opened the floor for discussion in respect to the monthly financial reports. Keefer advised members that occasionally the numbers look skewed due to the timeframe of the Oklahoma Tax Commission receiving the Hotel Tax and reporting it, this also happens with Sales Tax. Wisdom made a motion seconded by Chamberlain to approve the monthly Financial Report. 5 AYE, 0 NAY, Motion carried.

Corbridge opened the floor for discussion in respect to awarding the 2017 Grant Applications. Bottoroff advised one of the scoring sheets was received late, and was not included on the spreadsheet. Staff and members were provided with the information for the scoring sheet that was received late, and the numbers were amended accordingly. Corbridge commented using the average of the member's scoring as amended on the spreadsheet would be the most efficient and fair way to award the grants. Chamberlain made a motion seconded by Wisdom to award the average amount recommended by the members as noted on the scoring sheets:

Grand Lake Quilt Guild – GL Quilt Show	\$1,700.00
OK Boat Racing Association – Thunder on Wolf Creek	\$1,800.00
Grand Lake Festivals – American Heritage Music Festival	\$1,800.00
Grand Lake Festivals – Arts, Crafts, Music, Cajun Festival	\$1,100.00
Grand Lake Festivals – Jana Jae Fiddle Camp	\$1,400.00

4 AYE, Wells NAY, Motion carried.

Keefer advised members per the policy, 50% of the funds will be distributed to the applicants prior to their event; the final 50% will be paid after members have reviewed the Post Event forms, and *only* if the members have a majority vote to approve payment of the final 50%.

Corbridge opened the floor for discussion in respect to the 2017 Event Sponsorship applications. Keefer requested the members to review the Sponsorship applications and submit their Scoring Sheet to Bottoroff by February 10, 2017; there will be an action item regarding the applications on the February 23, 2017 agenda.

Bottoroff advised the members, the Grand Lake Association Sponsorship application for the Boat Show was not submitted 90 days prior to the event, per the policy a majority vote of the members

may waive this requirement. She advised there was a written request attached to their application for consideration. Chamberlain made a motion seconded by Wells to waive the 90 day requirement for Grand Lake Association's Boat Show application.

5 AYE, 0 NAY. Motion carried.

Bottoroff informed the members, Doug Drown, Grand Lake Association Project Director, requested the Sponsorship application for the Pelican Festival be withdrawn at this time. The application and event was removed from the scoring sheet.

Corbridge opened the floor for discussion in respect to Implementation of a Membership Program to the Convention Tourism Bureau (CTB). Keefer advised members per the Hotel-Motel Tax Ordinance, only lodging facilities within the City of Grove are eligible to collect the lodging tax. There was previously an interest from a local resort that is located outside the city limits to be included in the CTB, and a willingness to collect a 5% fee on lodging and issue payment of the fee to the City of Grove.

Malone advised members CTB is missing out on dollars by limiting our resources to the Grove city limits, and a Membership program would not only provide additional dollars it will create partnerships with other lodging facilities surrounding the Grove and Grand Lake area, and allow Grove to attract bigger events resulting in more heads in beds, etc. Malone presented the members with a Benefit of Membership sheet he would provide to potential members listing the benefits for them to join the Grove CTB.

Wisdom expressed his concern about seeking memberships too far away from the Grove area, "If they are not in our region, will they bring people to Grove to eat, shop and stay"? Keefer agreed that is a legitimate concern, and the members may consider establishing geographical limitations for memberships.

Wells questioned the idea of a Membership Program since outside lodging facilities do not collect the lodging tax. Keefer advised the lodging facilities outside the city limits are already benefiting due to the overflow of events held in Grove; bringing them in as members will create additional revenue by requiring them to pay dues that are equal to the 5% Hotel Tax that is currently being collected by local lodging facilities. Since the membership dues are not a tax and are not collected by the OK Tax Commission, the payment from the outside lodging facilities would be on the honor system.

Wisdom advised creating a Membership Program with lodging facilities within the Grove area would benefit Grove by increasing the available room count, and could attract bigger events that may not consider Grove with the current available room count.

Chamberlain asked if RV spaces and Vacation Rental Homes (VRH) could be included. Keefer advised the policy could be written to include both the RV spaces and VRH.

Keefer advised, staff will continue to work on creating a Membership Policy and will bring it back to members for their consideration at a later date.

Staff Reports

Keefer advised members that he had requested Malone contact other CTB's in the local area to determine the policies and procedures on Sponsorship and Grant Applications. Malone advised the CTB policies and guidelines are in line with what others are doing. He provided members with information he received from other organizations in the area outlined below:

Attract:

- New events
- Multiple day events
- Kid events that will bring parents and grandparents
- Events that will bring visitors outside a 50 mile radius of Grove

Established Events:

- Assist until they are self sufficient
- Before funding determine if CTB dollars are going to improve the event

Award Process:

- Similar to Grove – ½ prior to event and ½ following event
- If event does not meet projections do not fund second 1/2
- Don't be afraid to say "No"

Due Diligence:

- Applicant is responsible for proving success of event
- CTB is responsible for enforcing policies and guidelines in the best interest of the City of Grove/CTB

Destination:

- Important to establish who we are

Malone reported staff recently held a very productive meeting with Harley Buzzard, Cherokee Nation Council, regarding potential partnerships between the CTB and Cherokee Nation that will benefit both parties. Another meeting with Buzzard and the General Manager of the Cherokee Casino Grove is scheduled for next week.

Malone also met with Dana Able, Shangri-La manager, and she is very interested in working with Grove on events. As a follow up to their meeting, Able scheduled a meeting to include herself, Malone and Rusty Fleming to discuss working with South Grand Lake to promote events that will benefit Grove and Grand Lake.

Malone reported he has been working with the Integris Foundation Board in regards to hosting an Iron Man – Triathlon. The event will begin and end at Wolf Creek Park and will include 1500 meters of swimming, 24 miles of cycling and 6 miles of running. The proposed date is May 19, 2017 and is expected to attract 300-500 participant and numerous vendors and spectators. Grove will be the only site in the region to host an Iron Man sanctioned event.

Malone reported he has met with the Grove Area Merchants Association resulting in the members better understanding the benefits created by local fishing events. The members are making arrangements to use the trolley to pick up spouses during fishing events at Wolf Creek Park and bring them into Grove for shopping, dining, etc.

Malone continues to work with Andy Stewart, Patricia Island Golf Course, to bring a Jr. College Golf Tournament to Grove this spring.

Malone reported a Youth Art Show will be held at the Grove Community Center and will bring 400-500 young artists to Grove.

Malone advised members, representatives of BASS contacted him regarding Grove's interest in hosting the 2018 Bassmaster Elite tournament. March 1, 2017 is the deadline to submit a proposal. Keefer advised Wolf Creek Park meets all the requirements BASS is requesting, the challenges are 75 hotel room nights and \$75,000 host fee. Malone is working on obtaining sponsors/partners to bring this event to Grove.

Board Reports

Wells reported Cedar Oaks Recreational Park is the host site for two big musical events each year, he suggested Malone contact them to offer CTB assistance for promoting their event.

Chamberlain announced that Har-Ber Village has been selected as 1 of 5 sites in Oklahoma to host the Traveling Smithsonian Exhibit.

Corbridge thanked Malone for his efforts, and stated "You are doing a great job representing Grove, lots of things are happening". Other members concurred with Corbridge comments.

Chamberlain made a motion seconded by Wisdom to adjourn. 5 AYE, 0 NAY, Motion carried and meeting adjourned at 3:28 p.m.