

CITY OF GROVE
CONVENTION AND TOURISM BUREAU
MINUTES
REGULAR MEETING
MARCH 23, 2017

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

Public Comments.

Ken Little thanked the members for their Sponsorship of the 2017 GLOC Shootout event. He provided information to members regarding the previous 2015, 2016 and the upcoming 2017 GLOC Shootout held on Grand Lake. He also shared copies of the 2016 GLOC Shootout Program Guide and the rack card for the 2017 event.

- Thursday, July 13, 2017 – Street Party at Grove Civic Center
- Friday, July 14, 2017 – Veterans Charity Troop Tour
- Saturday, July 15, 2017 – Shootout Racing at Lakeside Marina-Sailboat Bridge
- Sunday, July 16, 2017 - Shootout Racing at Lakeside Marina-Sailboat Bridge

Little advised members in 2016 the event attracted 1,075 spectator boats and 12,300 spectators on land, the event continues to grow each year and he is expecting the 2017 event to be bigger and better. "GLOC is growing faster than we can keep up with, it is exploding", stated Little.

Corbridge asked Little to provide information of the shootout held on Lake of the Ozark's. Little advised members the LOTO has been held for 28 years, and attracts more of a 'party crowd' with events being held at local bars and restaurants for two weeks. GLOC is a more family oriented event.

Corbridge opened the floor for discussion in respect to the approval of minutes of the February 23, 2017 Regular Meeting. Chamberlain made a motion seconded by Wisdom to approve the minutes as presented. 3 AYE, 0 NAY, Motion carried.

Corbridge opened the floor for discussion in respect to the monthly financial reports. Bottoroff advised members the Hotel Tax revenue continues to increase, and staff is expecting a large increase for the month of March due to the number of anglers staying in Grove while participating in several tournaments. Wisdom made a motion seconded by Chamberlain to approve the monthly Financial Report. 3 AYE, 0 NAY, Motion carried.

Corbridge introduced Amanda Davis, the Miami CVB Director. Davis updated the members the City of Miami officially obtained the NE Oklahoma Travel Information Center (NEOTIC) on January 28, 2017. They have a \$300,000 budget with 1 full-time, 3 part-time and 3 peak season employees. Davis shared her ideas of marketing Grove and Grand Lake with the members. She advised members she had been working with Brent Malone brainstorming marketing ideas as well, including a kiosk with information about Grove and Grand Lake be placed at the NEOTIC. Davis advised the budget will not provide for the purchase of a kiosk this year, instead placement of 43" TV monitors throughout the facility with videos of what is happening in and around Grove and Grand Lake would be a start. Corbridge suggested Grove purchase their own kiosk, Davis

agreed that would be acceptable. Malone interjected and stated "It is important to prepare the right information to display on the kiosk, and this will take some time.

Corbridge asked if Grove could sell retail merchandise, since the Memorandum of Understanding stated otherwise. Davis advised this is something she will take back to her Council for discussion and she feels strongly that the matter can be worked out. Her goal is to increase retail sales and decrease membership dues in the future.

Corbridge opened the floor for discussion in respect to a Memorandum of Understanding with the City of Miami for the NE Oklahoma Travel Information Center. He asked members if there were any additional questions regarding the memorandum. Davis advised the partnership fee has been prorated and is \$2,200 through June 30, 2017. The new fiscal year will begin July 1, 2017 and the amount will be \$5,000 for the year. Wisdom made a motion seconded by Chamberlain to approve the Memorandum of Understanding and pay the prorated \$2,200 partnership fee through June 30, 2017 with the understanding July 1, 2017 is the beginning of the new fiscal year and the partnership fee in the amount of \$5,000 will be due and payable. 3 AYE, 0 NAY, Motion carried.

Corbridge opened the floor for discussion in respect to implementation of a Membership Program to the Convention Tourism Bureau (CTB). Malone advised he has been working with Wisdom to obtain information on Membership Programs that are currently working; upon receipt of this information, a recommendation will be presented to the members for consideration.

No Action Taken.

Staff Reports

Malone advised members the recent fishing tournaments have received a lot of attention by local lodges and resorts located outside the city limits. One example: Several anglers stayed at Lee's Resort and when asked who brought you to Grand Lake the anglers responded - the Grove CTB. This created excitement throughout Grand Lake and increased the desire of lodges and resorts to become partners of the CTB.

Malone reported Integris has taken the lead on the Triathlon and it is scheduled for May 19, 2018.

Board Reports

Chamberlain announced that Har-Ber Village will host the Traveling Smithsonian Exhibit March 24-May 8.

Corbridge acknowledged that each member had received a copy of a letter from the staff and fishermen of U.S. Angler's Choice thanking everyone in Grove that helped make their 2017 Championship a success.

Chamberlain read a thank you note from the Grand Lake Quilt Guild in appreciation of the 2017 sponsorship they received.

Adjourn

Chamberlain made a motion seconded by Wisdom to adjourn. 3 AYE, 0 NAY, Motion carried and meeting adjourned at 3:57 p.m.