

CITY OF GROVE
CONVENTION AND TOURISM BUREAU
MINUTES
REGULAR MEETING
APRIL 27, 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.

Public Comments - Sheila Stogsdill complimented Chamberlain on the good job she is doing at Har-Ber Village, "It is a beautiful and amazing place".

Corbridge opened the floor for discussion in respect to the approval of minutes of the March 23, 2017 Regular Meeting. Wells 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 the Hotel Tax revenue had a slight decrease over this time last year, but expects it to exceed the projected revenues for the 2016-17 budget year. Corbridge made a motion seconded by Chamberlain to approve the monthly Financial Report. 5 AYE, 0 NAY, Motion carried.

Malone introduced Charlotte Ashworth, Green Country Marketing Sales Director. Ashworth presented information regarding the various avenues Green Country Marketing uses to market its members. A few of the venues include:

- ❖ Travel Shows
- ❖ Marketing Guide
- ❖ Rack Cards
- ❖ Attraction Map
- ❖ Shop, Dine, Fun Guide
- ❖ Digital on-line marketing
- ❖ Ok Tourism magazine and web-site

Ashworth advised Green Country Marketing area includes Texas, Arkansas, Missouri, Kansas and Oklahoma reaching thousands of viewers. Ashworth stated the goal of Green Country Marketing is to 'bring in outside money to its members.' She encouraged the Grove CTB to enter into a Marketing Partnership with Green Country.

Following the presentation, Corbridge asked Malone what his recommendation would be regarding entering into the Marketing Partnership with Green Country Marketing. Malone advised he was in favor of entering into the Marketing Partnership. Keefer added, this is an important part of a marketing plan, and there will be other opportunities available. Chamberlain made a motion seconded by Wells to enter into the Marketing Partnership with Green Country Marketing. 5 AYE, 0 NAY, Motion carried.

Corbridge opened the floor for discussion in respect to the proposed 2017-2018 budget. Keefer advised members the proposed budget has slightly increased for the upcoming fiscal year, but

funding levels for several items were moved around to reflect programs that have been implemented by the Board as well as actual expenditures both YTD and projections. He also advised revenue projections are conservative to ensure sufficient revenue will be generated to cover the proposed expenditures. Chamberlain made a motion seconded by Wells to recommend Council approval of the 2017-18 Convention Tourism Bureau budget. 5 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.

Corbridge opened the floor for discussion in respect to rescheduling the May 25, 2017 regular meeting. Keefer advised members there is a conflict with their regular meeting and budget work sessions; their meeting would have to be held in Room 4 and he and Bottoroff would not be able to attend. After discussion, Wells made a motion seconded by Chamberlain to re-schedule the meeting to 9:30 a.m. on May 25, 2017. 5 AYE, 0 NAY, Motion carried.

Staff Reports

Malone reported he had a positive meeting with the Cherokee Casino and Southern Drag Boat Association (SDBA) resulting in the Cherokee Casino becoming the main sponsor for the SDBA Boat Races scheduled in July.

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

Board Reports

Chamberlain announced the Traveling Smithsonian Exhibit will be at Har-Ber Village through May 8, she encouraged those who have not visited the exhibit to do so.

Adjourn

Wisdom made a motion seconded by Chamberlain to adjourn. 5 AYE, 0 NAY, Motion carried and meeting adjourned at 3:18 p.m.