

CITY OF GROVE  
CONVENTION AND TOURISM BUREAU  
REGULAR MEETING MINUTES  
September 23, 2021

Jim Corbridge, Chairman, called the meeting to order. Members present were John Wells, Ileta Bray, Hitesh Patel and Brad Wisdom. Also in attendance were Donnie Crain, Grove Area Chamber of Commerce President; Lisa Allred, City Treasurer; Darren Cook, City Attorney; and Karyn Pesich, Administrative Assistant.

**Public Comments:** None.

**Agenda Items**

Corbridge opened the floor for discussion in respect to the approval of minutes of the August 26, 2021 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. Wells made a motion seconded by Bray to approve the monthly Financial Report. 5 AYE, 0 NAY, Motion carried.

Corbridge opened the floor for discussion in respect to Considering Sponsorship of articles on new GreenCountryOK.com website. Crain reported that Green Country Tourism is doing a complete update of the organization's website. In addition to the regular listing we receive as a member, the site will feature a number of articles on things of interest for Green Country visitors and specific destinations in the region. There is a sponsorship fee of \$100/per article. Donnie believes we should consider sponsorship of up to 6 articles to be on the site for the cost of \$600. Bray made a motion seconded by Wells. 5 AYE, 0 NAY, Motion carried.

Corbridge opened the floor for discussion in respect to Consider purchase of 3 posts on Green Country Tourism's FB page. Crain reported that Green Country Tourism has a very popular Facebook page with 65,000+ followers. Tourism partners in Green Country can purchase premium FB posts for \$100. With the purchase of 3, Green Country provides one at no cost. Donnie recommends a sponsored post in December to drive holiday visitation for Santa's Ozark Mountain and similar holiday events. 1-2 posts in January/February to drive visitation to this next year's new Music Series. Final post in early March to encourage visiting Grove & Grand Lake during Spring Break.

**Staff Reports**

Crain presented the monthly Tourism Marketing Report including a finalized draft of "Destination Grove & Grand Lake – Comprehensive Tourism Marketing & Development Strategy, 2022-2025" - to guide and synchronize Grove & Grand Lake tourism product development and marketing strategy for next 3 years.

Donnie encouraged board members to attend Lt. Governor's Tourism Summit in Miami, OK on November 2<sup>nd</sup>. Registration fee is \$45.

**Board Reports:** No reports.

Darren Cook discussed the electronic sign situation. He reported that after a \$10,900.00 check was given to the company, we were told the sign would not be compatible. He has exhausted many attempts to find the guy. He continues to search for the company and has located the bank used. Armstrong Bank

**Adjourn:** Bray made a motion to adjourn seconded Wells. 5 AYE, 0 NAY, Motion carried.  
Meeting adjourned at 2:27 p.m.