

CITY OF GROVE  
CONVENTION AND TOURISM BUREAU  
MINUTES  
REGULAR MEETING  
JANUARY 28, 2016

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

Leonard Miller addressed the Bureau under Public Comments; providing information on previous and the upcoming Thunder on Wolf Creek event. Thunder on Wolf Creek is scheduled for June 24-26, 2016. Miller requested the Bureau consider possible funding for marketing the event. Wells questioned if the Bureau could provide funding to market this event since the grant application process had not been approved. Keefer advised the Bureau could consider providing funding for marketing the 2016 Thunder on Wolf Creek event on an individual basis. After much discussion, Corbridge advised Miller the Bureau could not take any action on his request at this meeting since it was not an action item. He suggested Miller contact Keefer to place his request as a discussion and action item on a future agenda.

Corbridge opened the floor for discussion in respect to the approval of minutes of the December 3, 2015 Regular Meeting. Chamberlain made a motion seconded by Wells 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 reported the revenue from the Lodging Tax was higher than initially budgeted. Wells requested the Lodging Tax spreadsheet have a column added to indicate the month the tax was collected. Keefer advised all tax distributions from the OK Tax Commission are paid two months following the month of actual collections. He advised the City Treasurer prepares the spreadsheet, and he will request the information requested by Wells be added.

Corbridge opened the floor for discussion in respect to a Resolution approving the Grant Application documents, policy and guidelines. Bottoroff advised the documents were amended per the request of the Bureau members at the December 3, 2015 meeting. The following changes were added:

- ✓ Dates of the Grant Application Period;
- ✓ Purpose of the Grant – putting heads in beds;
- ✓ 50% be paid prior to event;
- ✓ Post Event Accountability Form required prior to final 50% being paid.

After discussion Wisdom made a motion seconded by Chamberlain to approve the Resolution contingent upon the following changes being made to the documents:

- ✓ Grant Application Guidelines – add wording under Post-Event to read:
  - “If the Post Event Accountability Form is not submitted within thirty (30) days following the event, the remaining 50% will not be paid and the applicant will not be allowed to apply for a grant in the following year’s grant cycle.
- ✓ Grant Application – Page 3 – define a ‘Visitor’ as one person.
- ✓ Post Event Accountability Form – change the wording as follows:
  - ⊖ Post Event Report must be submitted within thirty (30) days following the close of the event or no additional funds will be paid and the applicant/organization will NOT be eligible for ~~future grants~~ the following year’s grant cycle.

5 AYE, 0 NAY, Motion carried.

Corbridge suggested moving to agenda item G – Staff Report and Item H – Board Reports prior to beginning the Work Session.

### **Staff Reports**

Keefer provided his written report, plus he added information regarding Ron Drake’s visit to Grove. Wells asked what the role of the CTB regarding the excitement in Grove’s Downtown was created by Drake’s visit. Keefer advised the Bureau could assist with the cost of marketing tools used to market the downtown.

Bottoroff provided an update on the City’s new website and encouraged members to view the site and provide suggestions and ideas to improve the site, particularly the CTB pages.

### **Board Reports**

No reports.

The members and staff took a 5 minutes break at 3:20 p.m. and re-convened at 3:25 to begin their Work Session.

During the Work Session, the members discussed various types of ‘trinkets’ that could be used as marketing tools to promote Grove and the Grand Lake area. Keefer requested members bring items and/or ideas of what types of ‘trinkets’ that could be provided to visitors.

Corbridge requested the size of the logo on the proposed letterhead be made smaller to allow more space for content of a letter. Staff will make that change and order letterhead and envelopes to expedite the Trademark process.

The members and staff agreed the revenue from the Lodging Tax is higher than expected, and the next step is to create a job description and establish criteria for the position of a part-time Executive Director for the CTB. Staff will provide a draft of a Job Description at the next meeting.

Corbridge made a motion seconded by Chamberlain to adjourn. 5 AYE, 0 NAY, Motion carried and meeting was adjourned at 4:07 p.m.