

**CITY OF GROVE
CONVENTION AND TOURISM BUREAU
MINUTES
JULY 28, 2016**

The meeting of the Convention and Tourism Bureau (CTB) was called to order by Chairman Jim Corbridge. Members present were Amelia Chamberlain, John Wells, Brad Wisdom and Hitesh Patel. Also in attendance was Bill Keefer, City Manager, Debbie Bottoroff, Assistant City Manager and Brent Malone, newly hired Executive Director.

There were no Public Comments.

Corbridge opened the floor for discussion in respect to the approval of the minutes from the June 30, 2016 special meeting. Wisdom made the motion and 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 approval of the minutes from the July 6, 2016 special meeting. Chamberlain made the motion and 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 approval of the minutes from the July 13, 2016 special meeting. Wells made the motion and seconded by Chamberlain 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 the report reflects \$94,263.26 for 11 months of the Hotel-Motel Tax revenue. He added next month's report will reflect a full 12 months of revenue. Chamberlain made the motion seconded by Wells to approve the financial reports as presented. 5 AYE, 0 NAY, Motion carried.

Corbridge opened the floor for discussion in respect to approval of an Agreement with the U.S. Angler's Choice Tournament Trail to hold their Regional Tournament of Champions at Grand Lake. Keefer advised he had talked with the Mr. Byrnes, President of Angler's Choice Tournament Trails, LLC and he was excited about bringing the tournament to Grove, and plans to bring a total of 300 boats to the tournament. Wells asked if Keefer was going to make arrangements for the Host Hotel to provide the rooms requested. Keefer advised he had recently attended a Grand Lake Association (GLA) meeting, and their members voted to work with Brent Malone, Executive Director, to obtain comp rooms. The expectation is that GLA will be responsible for the cost of the rooms.

Corbridge opened the floor for discussion in respect to Approval of a Resolution amending the 2016-2017 CTB Budget. Keefer advised the amendment will

- ✓ Increase the Cash Carryover funds in the amount of \$25,000 to cover additional expenditures;
- ✓ Create an Event Sponsorship line item in the amount of \$20,000 of which \$12,000 will be encumbered for the Angler's Choice Tournament. This includes the \$10,000 sponsorship and up to \$2,000 for the additional 50 boats;
- ✓ Increases the Contingency line item from \$5,000 to \$10,000 earmarking some of the additional carryover funds as a reserve.

Chamberlain made a motion seconded by Wells to approve the Resolution amending the 2016-2017 CTB Budget. 5 AYE, 0 NAY, Motion carried.

Keefer reminded the members, City Council will take action on amending the CTB Budget at their August 2, 2016 meeting.

Corbridge opened the floor for discussion in respect to establishing a Policy guiding the CTB on Event Sponsorships. Listed below are the highlights of the comments received from the members:

- ✓ Limit Sponsorships to NEW events;
- ✓ Preference given to events held during the off-season;
- ✓ Require a Budget and Business Plan for the event;
- ✓ Require applicant to provide an estimate on the dollars they will bring to Grove;
- ✓ Require CTB logo be used on all marketing and advertising;
- ✓ Require the event meet the requirements of the Hotel-Motel Tax Ordinance;

Members also discussed the pros and cons to establishing a maximum amount of sponsorship dollars to be awarded. Keefer advised staff will communicate with other cities particularly Miami and Claremore to get ideas on how they measure successful events and what guidelines they may have for sponsorships. Staff will present a draft policy for member's discussion and consideration at the August CTB meeting.

Staff Reports.

Keefer provided copies of the Lease Agreement with the Chamber of Commerce for the office space for Brent Malone, Executive Director, plus copies of the Post Event Accountability Forms from Thunder on Wolf Creek and Grand Lake Festivals for grant funding received. Wells requested to discuss the Grant Application at the next meeting.

Board Reports.

Corbridge inquired about occupancy/business at the local motels over the past year; positive responses were provided by Wells, Wisdom and Patel.

Motion was made by Chamberlain and seconded by Wells to adjourn. 5 AYE, 0 NAY, Motion was carried and the meeting adjourned at 3:23 p.m.