

**CITY OF GROVE  
CONVENTION AND TOURISM BUREAU  
MINUTES  
AUGUST 25, 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, and Brad Wisdom. Hitesh Patel was absent. Also in attendance was Bill Keefer, City Manager, Debbie Botoroff, Assistant City Manager and Brent Malone, CTB Executive Director.

There were no Public Comments.

Corbridge opened the floor for discussion in respect to the approval of the minutes from the July 28, 2016 regular meeting. Chamberlain made the motion and seconded by Wisdom to approve the minutes as presented. 4 AYE, 0 NAY, motion carried.

Corbridge opened the floor for discussion in respect to the monthly financial reports. Keefer advised the Lodging Tax Revenue Report reflects a full 12 months of the Hotel-Motel Tax revenue. All future reports will provide information that will allow the members to compare the amount of monthly revenue received for the current year to the revenue received in the same month of the previous year. Wisdom made the motion seconded by Chamberlain to approve the financial reports as presented. 4 AYE, 0 NAY, Motion carried.

Corbridge opened the floor for discussion in respect to the Convention and Tourism Grant Application, Guidelines and Post Event Form. Wells suggested requiring the bureau members approve the Grant Post Event Form prior to the second one-half of the grant is paid to the applicant. The members discussed the pros and cons of adding this requirement. Corbridge made a motion seconded by Wells to amend the Application Guidelines by adding appropriate wording requiring the Bureau's approval of the Grant Post Event Form prior to the final 50% of the grant amount being paid to the applicant. 4 AYE, 0 NAY, motion carried.

In continued discussion about the Grants, Wells suggested only providing funding to new events. Keefer disagreed with Wells and advised it was not fair to penalize the groups that continue to bring events to Grove each year. Wisdom added, he thought it was important to assist the repeat events to grow and become more successful. No further action was taken by the members regarding the grants. Staff informed the members, the original Grant Application Period had already passed and the dates will be extended to September 15, 2016, and the Deadline to submit applications will be extended to November 1, 2016, the date the grants will be awarded was not changed and will remain January 26, 2017.

Corbridge opened the floor for discussion in respect to Approval of a Resolution establishing a CTB Sponsorship Policy. Wells recommended providing sponsorships to events whether they

are new or repeat events. Corbridge suggested giving a *preference* to new events. Wells recommended removing the 90 day deadline to submit applications, and expressed his concerns about losing a worthy event due to the deadline. Keefer suggested giving the CTB the right to waive the deadline requirement if needed. A summary of the changes to the proposed policy are as follows:

Remove - Only NEW events be considered;

Add – Preference given to NEW events;

Add – Bureau members have the right to waive the 90 day deadline to submit an application;

In addition, to the items listed above, the members had a lengthy discussion on the Maximum Amount of the sponsorships to be awarded. Wells advised his expectations of the amount of Sponsorships would be in the amount of \$10,000, \$20,000 or \$30,000 and recommended not setting a Maximum Amount, instead he recommended using carryover funds or reserving a % of the entire budget to go towards Sponsorships. Keefer advised the CTB Budget has other expenses to consider, and expending the carryover funds would have a negative impact on the budget. Chamberlain suggested establishing a typical or average sponsorship amount to provide applicants with a reasonable idea on the amount of sponsorship they could expect. Malone agreed with Chamberlain and suggested a ‘target’ amount, allowing for a \$5,000 decrease or increase range. Wisdom agreed with Wells in regards to removing the Maximum Amount, but his concerns were that it will take \$240,000 of room rates to re-coup a \$12,000 Sponsorship. At the conclusion of the discussion, Wells made a motion seconded by Wisdom to remove Section 4.1 Maximum Amount from the Policy. 3 AYE, Chamberlain abstained, motion carried.

Since there were several changes to the proposed Policy, Keefer suggested members allow staff time to make the changes discussed and present it to them for consideration at their September 22, 2016 meeting.

Corbridge opened the floor for discussion in respect to a marketing partnership with the City of Miami and the Vinita Chamber. Malone advised the members he had attended a recent GLA Marketing meeting, and was able to visit with Amanda Davis from the Miami CVB and Tonya from the Vinita Chamber of Commerce following that meeting. During their discussion both ladies agreed with Malone that each of the cities do not have adequate infrastructure and entertainment to keep a busy family for a week long, but the three cities could work together and create a great family vacation destination.

In addition, Malone advised members Davis had suggested sharing a full page ad in the Oklahoma Tourism Travel Guide. The page would be split into ¼ page ads for the City of Grove/Grand Lake, GRDA, Miami and Vinita. The cost for the ¼ page ad is \$1,875. Malone advised the tourism guide is a world-wide marketing tool and recommends CTB participating in the advertising partnership. All of the members agreed Grove and Grand Lake should be included in the Oklahoma Tourism Guide. Wells made a motion seconded by Chamberlain to purchase ¼ page ad in the Oklahoma Tourism Travel Guide at the amount of \$1,875. 4 AYE 0

NAY, motion carried. Following the vote, Wells encouraged Malone to continue net-working with other cities.

### **Staff Reports.**

#### Executive Director

Malone advised members not only has he been working with Miami and Vinita, he has made contact with Rusty Fleming at south Grand Lake. Malone stated "I want these groups to know we are serious about working together; we need to promote their events and we expect them to promote our events." As a result of his net-working, Malone invited and the Vinita Chamber accepted the invitation to the Pelican Festival, October 7-9, 2016 to promote their 'Punkin chunkin' event that will be held in Vinita later that month.

Malone advised members there is a need for infrastructure improvements to create things to do in Grove. He suggested zip lining, rockwalls, inflatable water parks, etc. He advised members of his efforts to use what we already have in place; he is working with Andy Stewart to determine what size and type of golfing events could be hosted at the Patricia Island Golf Course.

Wells asked Malone if he was aware of any events scheduled for the Flying Cow arena located North of Grove. Malone advised he thought the building was for sale by the owner.

#### City Manager

Keefer advised members that the City Council approved the agreement with the U.S. Angler's Choice Regional Tournament at their August 16, 2016 meeting, and the agreement has been fully executed. He also informed them that the Stonebrook Inn would serve as the Host Hotel for the event, and it was his understanding the Turtle Stop convenience store was paying for the six rooms for four nights per the agreement. Wells advised he understood that Stonebrook Inn was providing the rooms at no charge, he requested Keefer to check with the owner of Stonebrook Inn to confirm who was paying for the rooms. Keefer agreed to check into the situation.

Keefer advised the Tulsa Sport's Commission had forwarded a proposal from Bassmaster to host the Bassmaster Open tournament in October 2017 on Grand Lake and use Wolf Creek Park as their venue. He explained the Bassmaster Open is a level below the Bassmaster Elite and is comparable to the FLW Costa tournament that is held at Wolf Creek Park each April. There will be up to 200 boats and 400 anglers participating in the tournament for three days, plus they will be here pre-fishing several days prior to the tournament. The weigh-ins will be held at Wolf Creek Park Day 1 and 2 of the tournament, Day 3 the weigh-in will be held at the BassPro Store in Broken Arrow. The majority of the requests made by Bassmaster to the City are attainable; however, it will be necessary to partner with others to provide the following:

- ✓ Up to \$30,000 Host Fee
- ✓ 49 hotel nights
- ✓ Banquet for up to 425 people

To allow adequate time for scheduling and promoting the event, Bassmaster is requesting a response to their proposal no later than September 1, 2016. Keefer suggested Malone contact Bassmaster and Tulsa Sports Commission representatives and let them know we are interested in hosting the event and determine what type of commitment they need by September 1.

**Board Reports.**

Chamberlain provided information to staff and members regarding the NORA Regional Summit scheduled for October 25<sup>th</sup> in Tahlequah. She advised she has previously attended the NORA Summit and it was very informative and includes break-out sessions on various topics. She encouraged the board's attendance.

Corbridge requested the minutes reflect Hitesh Patel, was misspelled on the agenda and will be corrected.

There were no other Board Reports.

Motion was made by Chamberlain and seconded by Wells to adjourn. 4 AYE, 0 NAY, Motion was carried and the meeting adjourned at 3:39 p.m.