

**BROKEN ARROW CONVENTION AND VISITORS' BUREAU
SPECIAL MEETING MINUTES
Wednesday, June 10, 2015**

The Broken Arrow Convention and Visitors' Bureau met in special session at City Hall in the Main Conference Room, 220 South First Street, Broken Arrow, OK 74012.

1. Call to Order

Patsy Terry, Chairwoman, called the meeting to order at 2:06 PM

2. Roll call and Introductions. Roll was called by Lori Hill

Present:	Tiffani Bruton, Tonya Ellison, Lori Hendricks, Lori Lewis (arrived at 2:07 PM) and Patsy Terry
Absent:	

City Staff

Present:	Russell Gale, Jeff Jenkins, Scott Esmond, Beth Anne Wilkening and Lori Hill
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Guests:

Present:	April Sailsbury, Broken Arrow Chamber of Commerce
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3. General CVB Business

a) Consideration and possible approval of minutes from the May 11, 2015 CVB meetings

Motion:	Motion to approve May 11, 2015 meeting minutes
Motion by:	Lori Hendricks
Second:	Tiffani Bruton
Ayes:	Tiffani Bruton, Tonya Ellison, Lori Hendricks, Lori Lewis and Patsy Terry
Nays:	

b) Consideration and possible approval of CVB FY16 Budget

Lori Hill presented the request to the CVB. The CVB reserve fund balance was being used in FY15 to support amenities, which had been previously almost wholly funded by the General Fund.

Scott Esmond provided historical information on the fund balance. These amenities included the Broken Arrow History Museum, Broken Arrow Military Museum, Rose District Farmers Market Programming and Rose District Maintenance, The Main Place and Indian Springs Sports Complex for an approximate cost of \$300,000. It was recommended that the CVB FY16 Budget and FY17 Financial Plan not include the Broken Arrow History Museum, Broken Arrow Military Museum, Rose District Farmers Market Programming and Rose District Maintenance, The Main Place and Indian Springs Sports Complex to be funded by

the CVB and instead to be funded by the General Fund. This recommendation is forecasted that it will stabilize the CVB reserve fund balance.

Motion:	Move to approve the CVB FY16 Budget
Motion by:	Lori Lewis
Second:	Lori Hendricks
Ayes:	Tiffani Bruton, Tonya Ellison, Lori Hendricks, Lori Lewis and Patsy Terry
Nays:	

c) Consideration and possible approval of Broken Arrow Chamber of Commerce Rooster Days grant request

Lori Hill presented the grant request item. Russell Gale mentioned that the Rooster Days grant request will be handled in time in the future.

Lori Hendricks stated it is a great event and brings people to the community. She stated the CVB has criteria for grants to be turned in on time. She did not believe the CVB had been included in event advertising. April Sailsbury with the Broken Arrow Chamber of Commerce clarified that the CVB was included in the advertising of the 2015 Rooster Days event. Lori Hendricks stated with this additional information she withdrew her concern.

Lori Hendricks asked how much of the CVB budget was still available for this fiscal year. Lori Hill asked the CVB to refer to the current expenditure report that there was sufficient funding available. Scott Esmond said that it was staff’s recommendation to approve the grant request.

Motion:	Move to approve \$20,000.00 grant funding
Motion by:	Tonya Ellison
Second:	Lori Lewis
Ayes:	Tonya Ellison, Lori Hendricks, Lori Lewis and Patsy Terry
Nays:	None

d) Consideration and possible approval of Red, White and Brew grant request

Lori Hill presented the item to the CVB for consideration. Lori Lewis asked what portions of the proceeds of the event will be donated to a Soldier’s Wish. Patsy Terry inquired which entity of a Soldier’s Wish would this event support.

There was a discussion about public concern of the CVB funding for-profit events. Scott Esmond and Lori Hill discussed the return on investment for each event. If the event is generating overnight accommodations, the return is lodging tax. If the event creates programming of events that draws people to Broken Arrow, there is an opportunity for generating sales tax for Broken Arrow.

Lori Lewis stated that events should include the CVB as a sponsor not only in their advertising, but also in their social media posts. A request was made to table the grant request so staff could get additional information such as the estimated cost needed for advertising.

Motion:	Move to table grant request until staff can get additional information from event organizer
Motion by:	Lori Hendricks
Second:	Patsy Terry
Ayes:	Tiffani Bruton, Tonya Ellison, Lori Hendricks, Lori Lewis and Patsy Terry
Nays:	None

Motion:	Move to have staff schedule a special meeting to review grant request
Motion by:	Lori Lewis
Second:	Tiffani Bruton
Ayes:	Tiffani Bruton, Tonya Ellison, Lori Hendricks, Lori Lewis and Patsy Terry
Nays:	None

e) Consideration and possible approval of Veteran’s Day Salute grant request

Lori Hill presented the item to the CVB for consideration. Lori Lewis inquired what the ticket cost would be for the event. CVB members felt this event would spark an interest in Broken Arrow as well as draw from a military sector for attendees to the event.

Motion:	Motion to approve \$3,000 grant request
Motion by:	Tiffani Bruton
Second:	Lori Lewis
Ayes:	Tiffani Bruton, Tonya Ellison, Lori Hendricks, Lori Lewis and Patsy Terry
Nays:	None

4. Tourism Director and Committee Reports.

Lori Hill presented the updated hotel/motel tax collection report. Ms. Hill also provided the current expenditure report.

5. New/Old Business – City Attorney Beth Anne Wilkening provided a legal update to the CVB members. She provided a review of instances of the open meeting act. Relocation of the CVB meetings might be considered in the future to City Hall Council Chambers to add formality to the board.

6. Adjournment of meeting at 3:18 PM

Motion:	Move to adjourn
Motion by:	Tonya Ellison
Second:	Patsy Terry
Ayes:	Tiffani Bruton, Tonya Ellison, Lori Hendricks, Lori Lewis and Patsy Terry
Nays:	None