

This is to certify that in conformity with the Oklahoma Open Meeting Act, public notice of the date, time and place of this meeting was filed with the City Clerk of Durant on the 23rd day of August, 2017 and that an agenda of said meeting was posted at the place of such meeting at 2:30 p.m. on the 16th day of October, 2017.

MINUTES OF THE REGULAR SCHEDULED MEETING OF DURANT TOURISM ECONOMIC DEVELOPMENT AUTHORITY OF October 18, 2017 AT 4:00 PM, Roscoe J. Hatfield Council Chambers, 300 West Evergreen, Durant, Oklahoma

CALL TO ORDER

Chairman Thorpe called the meeting to order at 4:07 p.m.

ROLL CALL

Present:

Trustee Charles Calhoun	Vice Chairman Darrell Mendez
Trustee Bert Davison	Chairman Jim Thorpe
Trustee Janet Reed	

Absent:

Trustee Destry Hawthorne
Trustee Mina Patel

Chairman Thorpe declared a quorum.

1. Consent Items

To help streamline meetings and allow the focus to be on other items requiring strategic thought, the "Consent Items" portion of the agenda groups the routine, procedural, and self-explanatory non-controversial items together. These items are voted on in a single motion (one vote). However, any Council member requesting further information on a specific item thus removes it from the "Consent Items" section for individual attention and separate vote.

- a. Consider Approval of Regular Meeting Minutes of September 20, 2017

Approved

Motion was made by Bert Davison and seconded by Janet Reed to approve consent item as presented. Motion Passed with the following vote:

Ayes: Calhoun, Davison, Hawthorne, Mendez, Patel, Reed, Thorpe

2. Consideration Items Removed from Consent

3. Citizen Comments on Non-Agenda Items

There were no citizen comments.

4. Administration

- a. Discuss Creation of By-Laws of the Durant Tourism Economic Development Authority

Durant City Attorney Tom Marcum stated he has prepared a draft of by-laws for the Durant Tourism Economic Development Authority which he will email to each member of the Authority Board for their review. Mr. Marcum asked if any Authority Board member had any additions, deletions or changes to please let him know.

This item will be placed on the November 15, 2017 agenda for consideration.

- b. Discuss Trust Indenture for the Durant Tourism Economic Development Authority

Durant City Attorney Tom Marcum stated he has prepared a draft of the Trust Indenture for the Durant Tourism Economic Development Authority which he will email to each member of the Authority Board for their review. Mr. Marcum asked if any Authority Board member had any additions, deletions or changes to please let him know.

This item will be placed on the November 15, 2017 agenda for consideration.

- c. Discuss Durant Tourism Economic Development Authority Budget

Durant City Manager Tim Rundel addressed the Authority Board and stated the tourism tax dollars received thus far are on pace with projections. Vice Chairman Mendez asked that a running monthly tally be kept of tourism tax dollars received and that this document be made a part of the regular monthly agenda packet..

- d. Discuss Rules and Regulations for Public Use of Dollars Associated with Tourism Tax

Trustee Reed addressed the Authority Board and stated she will have a grant application form prepared for consideration at the November 15, 2017 meeting. Chairman Thorpe thanked Trustee Reed for her time and diligence. City Manager Tim Rundel stated it would be okay to begin putting together a budget based on \$500,000 annually. Mr. Rundel stated the budget could be

amended as necessary.

There was discussion as to developing a scoring system for use in evaluating grant applications and assigning percentages to qualifiers for grant applicants. There was also discussion of the need to develop overall percentages for allocation of tax dollars to various expense categories.

- e. Consider Approval of 2018 Schedule of Meetings for the Durant Tourism Economic Development Authority

Approved

Chairman Thorpe asked the Authority Board to consider re-scheduling the 2018 meeting dates to the second Wednesday of each month as it would have a lesser impact on his time as a hotel business owner.

Motion was made by Charles Calhoun and seconded by Janet Reed to approve 2018 Schedule of Meeting for the Durant Tourism Economic Development Authority contingent upon all meetings being re-scheduled to the second Wednesday of each month at 4:00 p.m.. Motion Passed with the following vote:

Ayes: Calhoun, Davison, Mendez, Reed, Thorpe

Absent: Hawthorne, Patel

5. Information Items

- a. Sub-Committee Monthly Report
- b. Lodging Tax Report Received by City of Durant in October 2017

6. New Business

Trustee Calhoun stated he still needs to be sworn in.

Trustee Calhoun asked that an item be added to the November 15, 2017 regular agenda requesting the board discuss and consider who would be designated to attend selected trade shows.

Adjournment

Motion was made by Janet Reed and seconded by Charles Calhoun to adjourn meeting. Motion Passed with the following vote:

Ayes: Calhoun, Davison, Mendez, Reed, Thorpe

Absent: Hawthorne, Patel

Suggestions for Tourism Event Incentives Form:

1. Tourism Event Proposal
2. Tourism Grant Economic Development Program
3. Special Event Funding

A few items we feel will be necessary on the form:

- Who May Apply
- Eligible Projects and Activities
- Submission Deadline
- Process
- Right to Reject All Proposals
- Permitting/Insurance Requirements
- Application Process

(The first six items listed above will be on the cover page with explanations, then the application process will be attached)

Questions:

- Should we base the funding on a percentage of the tax (we will not have an annual amount until July of 2018)
- Should we decide on a dedicated amount the first year and then on a percentage based on the annual tax collection for the year (this amount will not be available until August of 2018)
- Should it be a flat amount annually
- Do we limit the amount of funding for each project to a certain dollar amount
- When do we think we will be ready financially to roll the Tourism Event Incentives out

In all of the Request For Proposals we have viewed from other cities a statement such as this:

Sample:

Eligibility and Priority for Hotel Tax Funds: Priority will be given to those events and entities based on their ability to generate overnight visitors to _____.

Impact On The Hotel - Motel Fund

The Hotel - Motel Fund receives revenues entirely from taxes on hotel and motel stays in the City. One of the key evaluation criteria is how funding a particular project may help to provide ongoing revenues for the fund. Please indicate how your project would enhance the long-term health and stability of the fund and, especially, how it might result in overnight stays. Quantify your projections and indicate how you propose to verify your results.

If your project will not result directly in overnight stays, try to demonstrate how its success may contribute to future overnight stays. An example might be a one-day festival you sponsor, when combined with-and jointly marketed with-an event the following day which appeal to the same audience, might encourage visitors to spend the night and attend Bothe events. In this example, it would be important to discuss the timeframe and strategy for future implementation of an appropriate cooperative marketing campaign to link your one-day festival with the second one. Again, quantify your projections and explain the methodology by which you developed them.