

The City of Durant encourages participation from all its citizens. If participation at any public meeting is not possible due to a disability, notification to the City Clerk at least 48 hours prior to the scheduled meeting is encouraged in order to make the necessary accommodations. The City of Durant may waive the 48-hour rule if interpreters for the deaf (signing) or translation services for limited English proficient (LEP) individuals are not the necessary accommodation.

DURANT TOURISM ECONOMIC DEVELOPMENT AUTHORITY

4:00 PM

**Roscoe J. Hatfield
Council Chambers, 300
West Evergreen,
Durant, Oklahoma
AGENDA**

November 15, 2017

**DURANT CITY HALL
300 W. EVERGREEN, DURANT, OK
ROSCOE J. HATFIELD COUNCIL CHAMBERS**

CALL TO ORDER

ROLL CALL

ORDER OF BUSINESS

1. Consent Items

- a. Consider Approval of Regular Minutes from October 18, 2017

2. Consider Items Removed from Consent

3. Citizen Comments on Non-Agenda Items

Citizens wishing to address the council regarding matters which are not listed on the agenda will be required to sign up no later than 5 minutes prior to the scheduled starting time of the meeting. The sign-in sheet will contain space for citizen's name, address, phone number, and topic to be discussed. In this way, city staff will be able to follow-up on any issues presented if necessary.

4. Administration

- a. Consider Approval of By-Laws of the Durant Tourism Economic Development Authority
- b. Consider Approval of Trust Indenture of the Durant Tourism Economic Development Trust Authority
- c. Review and Discuss Grant Program Proposal
- d. Consider Approval of Durant Area Chamber of Commerce Proposal for Management Fees
- e. Discuss Selection of Authority Board Member or Members to Attend Trade Shows and Take Possible Action

5. Information Items

- a. Sub-Committee Monthly Report October 2017
- b. Lodging Tax Historical Report - September 2017

6. New Business

ADJOURNMENT

CERTIFICATE

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 3:55 p.m. on the 13th day of November, 2017.

Cynthia J. Price, City of Durant



The City of Durant

Office of City Clerk

Memorandum

Date: 10/31/2017
To: Tourism Economic Development Authority
From: Cynthia J. Price, City Clerk
Re: Consider Approval of Regular Minutes from October 18, 2017

Council Information / Action Requested

Approval of Regular Minutes from October 18, 2017.

City Staff Information / Action Follow-up, if Council authorizes this action:

ATTACHMENTS:

Description	Type	Upload Date
Minutes 10.18.2017	Exhibit	10/31/2017

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
Trustee Bert Davison
Trustee Janet Reed

Vice Chairman Darrell Mendez
Chairman Jim Thorpe

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.



The City of Durant

Office of City Clerk

Memorandum

Date: 10/31/2017
To: Tourism Economic Development Authority
From: Cynthia J. Price, City Clerk
Re: Consider Approval of By-Laws of the Durant Tourism Economic Development Authority

Council Information / Action Requested

Approve or deny By-Laws of the Durant Tourism Economic Development Authority.

City Staff Information / Action Follow-up, if Council authorizes this action:



The City of Durant

Office of City Clerk

Memorandum

Date: 10/31/2017
To: Tourism Economic Development Authority
From: Cynthia J. Price, City Clerk
Re: Consider Approval of Trust Indenture of the Durant Tourism Economic Development Trust Authority

Council Information / Action Requested

Approve or deny Trust Indenture of the Durant Tourism Economic Development Trust Authority.

City Staff Information / Action Follow-up, if Council authorizes this action:



The City of Durant

Office of City Clerk

Memorandum

Date: 10/31/2017
To: Tourism Economic Development Authority
From: Trustee Janet Reed
Re: Review and Discuss Grant Program Proposal

Council Information / Action Requested

City Staff Information / Action Follow-up, if Council authorizes this action:

ATTACHMENTS:

Description	Type	Upload Date
Grant Program Proposal	Exhibit	11/13/2017

DISCOVER DURANT

DURANT TOURISM ECONOMIC DEVELOPMENT AUTHORITY

GRANT PROGRAM PROPOSAL

The Durant Tourism Economic Development Authority requests grant proposals from individuals and/or organizations interested in undertaking events with the purpose of increasing tourism.

Specifically, the DTEDA is interested in the development of new events or the addition of events to current events that would increase out of area visitor attendance. The DTEDA is offering grant opportunities to assist event organizers in promoting and advertising their events.

Submission Deadline

To be considered, respondents must submit by regular mail or email a cover letter and this proposal to:

Durant Tourism Economic Development Authority
Grant Program Proposal
Address

email:

Proposals will be accepted on an ongoing basis and must be received at least **90 days prior** to the date of the proposed event. Incomplete submittals will not be considered.

Process

The DTEDA will consider proposals from all interested parties presenting the requested information and otherwise demonstrating the ability to full fund, manage and execute the proposed event. All proposals will be reviewed by the DTEDA Advisory Committee. Proposals will be evaluated based upon event sustainability. Priority will be given to first time events.

Right to Reject All Grant Program Proposals

The DTEDA reserves the right to accept, reject, withdraw, or amend any and/or all proposals, or any component part thereof, deemed to be in the best interest of the DTEDA or in the best interest of the desired outcome. All costs incurred in the preparation and presentation of a response to this Grant Program Proposal, in the submission of additional information, and/or in any other aspect of a proposal prior to the award of a written contract shall be the sole responsibility of the respondent/proposer. The DTEDA also reserves the right to request additional information or clarification from all respondents/proposers until all funding has been awarded.

Once submitted, the proposal and supporting materials become the property of the DETDA and are available to the public.

Permitting Requirements

Events to be held on City of Durant property will require approval and/or permits as is applicable.

Questions

Please direct questions to Durant Area Chamber of Commerce, 580-924-0848, director@durantchamber.org.



The City of Durant

Office of City Clerk

Memorandum

Date: 11/13/2017
To: Tourism Economic Development Authority
From: Trustee Janet Reed
Re: Consider Approval of Durant Area Chamber of Commerce Proposal for Management Fees

Council Information / Action Requested

Approve or Deny Durant Area Chamber of Commerce Proposal for Management Fees

City Staff Information / Action Follow-up, if Council authorizes this action:

ATTACHMENTS:

Description	Type	Upload Date
Durant Area Chamber of Commerce Proposal for Management Fees	Exhibit	11/13/2017

**Durant Area Chamber of Commerce Durant Tourism Economic Development Tax
Management Fee Proposal December 1, 2017 - June 30, 2018**

This constitutes a proposal tendered by the Durant Area Chamber of Commerce to assist the Durant Tourism Economic Development Tax Committee with the management of the Durant Tourism Economic Development Tax goals and objectives for the December 1, 2017 through June 30, 2018 period.

The proposed management fee for the first seven months of the initial implementation is \$75,000. The management fee will be allocated among the Durant Area Chamber of Commerce increased costs associated with absorbing the activity, and are itemized below.

The Durant Area Chamber of Commerce is requesting quarterly payments of this managerial fee, with the first quarter payment of \$37,500 due upon receipt of invoice on December 1, 2017 and the second quarter installment of \$37,500 due upon receipt of invoice on April 1, 2018.

The proposal for the full fiscal year of July 1, 2018 through June 30, 2019 will be submitted by the Durant Area Chamber of Commerce by May 1, 2018.

Payroll Increase for Existing Employees	15,000
New Employee Payroll Costs	20,300
Postage	4,500
Mileage	6,000
Telephone	6,000
Utilities	3,600
Computer/Internet/Social Media	7,100
Office Supplies	4,000
In House Meetings	2,000
Copier Charges	2,000
Accounting Fees	1,500

Workers' Compensation	500
Miscellaneous	<u>2,500</u>
Total	<u>75,000</u>



The City of Durant

Office of City Clerk

Memorandum

Date: 10/31/2017
To: Tourism Economic Development Authority
From: Trustee Charles Calhoun
Re: Discuss Selection of Authority Board Member or Members to Attend Trade Shows and Take Possible Action

Council Information / Action Requested

City Staff Information / Action Follow-up, if Council authorizes this action:



The City of Durant

Office of City Clerk

Memorandum

Date: 10/31/2017
To: Tourism Economic Development Authority
From: Trustee Janet Reed
Re: Sub-Committee Monthly Report October 2017

Council Information / Action Requested

City Staff Information / Action Follow-up, if Council authorizes this action:



The City of Durant

Office of City Clerk

Memorandum

Date: 10/31/2017
To: Tourism Economic Development Authority
From: An-Chen Lai, City Treasurer
Re: Lodging Tax Historical Report - September 2017

Council Information / Action Requested

City Staff Information / Action Follow-up, if Council authorizes this action:

ATTACHMENTS:

Description	Type	Upload Date
Lodging Tax Report	Exhibit	11/13/2017

5% Lodging Tourism Tax Fund

al 11/09/17

Lodging Tax

November-17

City Tax Rate	Dedicated Tax %	Fund #	Fund Name	Tax, Pantly&Intst	OTC Retention	Interest	Monthly Tax
5.000%	5.000000%	125	5% Lodging Tourism Ta	39,437.35	197.19	20.99	39,261.15

City of Durant, Oklahoma

Yearly History Report - 5% Lodging Tax Revenue

	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	Single Month Period
July	\$0					June / July
August	\$0					July / Aug.
September	\$37,971					Aug. / Sept.
October	\$43,423					Sept. / Oct.
November	\$39,261					Oct. / Nov.
December						Nov. / Dec.
January						Dec. / Jan.
February						Jan. / Feb.
March						Feb. / March
April						March / Aprl.
May						Aprl. / May
June						May / June
Total	\$120,655			\$0	\$0	
FY Monthly Average	\$24,131					
% change from prior yr.						
\$ change from prior yr.						