

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**

December 20, 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 November 15, 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 Durant Area Chamber of Commerce Proposal for Management
- b. Discuss Selection of Trade Shows for Spring of 2018 and Take Possible Action
- c. Discuss Signage for Highway and Take Possible Action
- d. Discuss Vacation Channel and Take Possible Action

5. Information Items

- a. Lodging Tax Historical Report - October 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 1:15 p.m. on the 15th day of December, 2017.

Cynthia J. Price, City of Durant



The City of Durant

Office of City Clerk

Memorandum

Date: 12/14/2017
To: Tourism Economic Development Authority
From: Cynthia J. Price, City Clerk
Re: Consider Approval of Regular Minutes from November 15, 2017

Council Information / Action Requested

Approval of Regular Minutes from November 15, 2017

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

ATTACHMENTS:

Description	Type	Upload Date
Minutes - November 15, 2017	Exhibit	12/14/2017

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

MINUTES OF THE REGULAR SCHEDULED MEETING OF DURANT TOURISM ECONOMIC DEVELOPMENT AUTHORITY OF November 15, 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 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 Minutes from October 18, 2017

Approved

Motion was made by Janet Reed and seconded by Charles Calhoun to approve consent item with Item 1(a) to be amended to reflect Trustee Hawthorne and Trustee Patel were both absent. Motion Passed with the following vote:

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

Absent: Patel

2. Consideration Items Removed from Consent

3. Citizen Comments on Non-Agenda Items

There were no citizen comments.

4. Administration

- a. Consider Approval of By-Laws of the Durant Tourism Economic Development Authority

City Attorney Tom Marcum is not present at the meeting to respond. The Authority Board has asked the secretary to relay its request to City Attorney Marcum that he provide the Authority with a copy of the proposed by-laws for their review prior to the December 20, 2017 meeting.

- b. Consider Approval of Trust Indenture of the Durant Tourism Economic Development Trust Authority

No Action Taken

- c. Review and Discuss Grant Program Proposal

Trustee Janet Reed addressed the Board and provided them with a rough draft of grant proposal guidelines. Trustee Reed asked for feedback from the rest of the Board as to what needs to be added and what could be taken away. Trustee Reed said she will have another document for review at the next meeting which will include judging criteria.

- d. Consider Approval of Durant Area Chamber of Commerce Proposal for Management Fees

No Action Taken

Savannah Dixon, Treasurer of the Durant Area Chamber of Commerce gave a presentation of the Durant Area Chamber of Commerce Proposal for Management Fees. Vice Chairman Mendez asked that the Durant Area Chamber of Commerce submit a business proposal to the Board. Discussion followed regarding what should be included in the business proposal.

- e. Discuss Selection of Authority Board Member or Members to Attend Trade Shows and Take Possible Action

No Action Taken

Trustee Reed provided the Board with a list of trade shows and some related participation costs for consideration. Discussion followed.

5. Information Items

- a. Sub-Committee Monthly Report October 2017

Trustee Reed said the sub-committee met for two hours.

- b. Lodging Tax Historical Report - September 2017

Michelle Hall, Assistant City Treasurer, presented the Lodging Tax Historical Report for September 2017.

6. New Business

Adjournment

Motion was made by Destry Hawthorne and seconded by Darrell Mendez to adjourn meeting. Motion Passed with the following vote:

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

Absent: Patel



The City of Durant

Office of City Clerk

Memorandum

Date: 12/14/2017
To: Tourism Economic Development Authority
From: Board Member Janet Reed
Re: Consider Approval of Durant Area Chamber of Commerce Proposal for Management

Council Information / Action Requested

Approve/Deny Durant Area Chamber of Commerce Proposal for Management

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

ATTACHMENTS:

Description	Type	Upload Date
Scope of Work	Exhibit	12/14/2017

Scope of Work

December 4, 2017

Durant Tourism Economic Development Tax Trust Authority Management Proposal

Project

Durant Tourism Economic Development Tax Trust Authority Management Proposal by the Durant Area Chamber of Commerce to facilitate and promote tourism for the City of Durant and surrounding areas.

Project scope statement

The Durant Area Chamber of Commerce proposes to assist the Durant Tourism Economic Development Tax Trust Authority with the management of the Durant Tourism Economic Development Tax Trust Authority's goals and objectives for the January 1, 2018 through June 30, 2018 period.

Introduction/Background to project

The tourism industry is unlike any other because, instead of a product, you are selling a place and all the things it has to offer. You are competing with the entire world every time you promote tourism in a given destination, and this high level competition demands a creative and unique approach. To be successful, your marketing should constantly put forth the best possible image of your destination, while creating interest on a broad scale in as many ways as possible.

The Durant Area Chamber of Commerce was instrumental in getting Resolution No. 2016-13 both on the ballot and passed, which called for levying a Five Percent (5%) city excise tax upon the gross proceeds or gross receipts derived from all rent for every occupancy of a room or rooms in a hotel in Durant; providing that the revenues from such tax shall be used for enhancing and promoting tourism development. The Durant Area Chamber of Commerce has also assisted in the preliminary work involved in creating the Trust for the Durant Tourism Economic Development Tax and implementation of initial tourism efforts, including but not limited to the following:

- Working with the City Clerk to form agendas for meetings
- Research for tourism applications for grants, making draft copies of the grant applications
- Research for co-op partnerships for travel and tourism shows and gathering information on these potential partners, including expenses related to such travel, and estimating costs for lodging and meals incurred to and from travel shows
- Speaking with representatives from several Convention and Visitors Bureaus in Oklahoma, Arkansas, Texas and Missouri to research the best travel shows in our area and target markets
- Working on creating a brand for the Durant Tourism Economic Development Tax Trust Authority, obtaining estimated cost on the logo design for said brand development

- Pricing collateral and marketing materials to be used and distributed by the Durant Tourism Economic Development Tax Trust Authority
- Pricing billboard rentals
- Pricing booth displays
- Assisting with budgetary items, including an internal budget for the management proposal presented by the Durant Area Chamber of Commerce

Business case and deliverables

The Durant Area Chamber of Commerce aims to serve the Durant Tourism Economic Development Tax Trust Authority in a managerial capacity. Such services will include:

- The development of a brand and logo and implementation of both
- Designing collateral materials such as brochures, magazines, and maps
- Designing the display to be used at trade shows
- Working with a web developer to create the tourism website and manage the website data on a go-forward basis
- Create and manage the social media accounts necessary to be competitive, including Facebook, Instagram, Twitter and Snap Chat
- Research and attend the most applicable and viable travel and tourism shows for our region in Spring 2018
- Coordinate travel shows and corresponding scheduling with co-op partners (the Durant Area Chamber of Commerce will handle all travel bookings and getting trade show items such as banners, table cloths, and giveaways to the designated destination)
- Distribution of brochures and guides
- Mail out visitor guides upon request
- Answer and monitor all tourism-related calls and questions, promote events in town to bring in visitors
- Create and coordinate other marketing and advertising (billboards, print ads, and online ads)
- Acting as a liaison for other organizations in the community (for example, the Durant Multi Sports Complex)
- Accepting and reviewing applications for special events
- Creating new special events
- Ultimately growing markets that have yet to be adequately addressed

Tourism marketing efforts will target both unique travel experiences and events in the local Durant and Bryan County area for all groups of customers, with the intent of attracting overnight stays. Such efforts will be measurable by the number of new events attracted to the area, comparable data on occupancy rates, and increased tourism tax revenues.

Constraints

The initial performance review and contract renewal is scheduled for May 1, 2018. At this time, the full fiscal year proposal (July 1, 2018 through June 30, 2019) will be submitted and administered upon approval.

Key people

Project Lead: Janet Reed, Executive Director, Durant Area Chamber of Commerce

Project Support: Durant Area Chamber of Commerce Staff

Client: Durant Tourism Economic Development Tourism Tax Authority

In scope

The management fee will encompass the design, development and implementation of the website, brochures, collateral marketing materials and event creation. However, the costs associated with these items will be a separate, reimbursable fee. The management fee will also include the research and grant application process, and reviewing and accepting special event applications submitted.

Out of scope

The project will not cover any marketing collateral and/or ancillary costs including, but not limited to publication printings, website and social media development, travel directly associated with the tourism trade shows, booth displays and signage. Design, creation and management only associated with these activities will be covered by the management fee.

Project Administration, monitoring, and reporting

Updates and reporting will be provided on a monthly basis, beginning January 2018. If necessary, the committee appointed by the Durant Tourism Economic Development Tax Trust Authority consisting of Janet Reed, Charles Calhoun, and Destry Hawthorne, will meet to discuss and authorize any project proposed during the interim of official meeting dates. Administration of projects will begin immediately upon the signed contract of the Management Fee Proposal, enclosed.

December 4, 2017
Durant Tourism Economic Development Tax Trust Authority
Durant, Oklahoma

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

This constitutes a proposal tendered by the Durant Area Chamber of Commerce to assist the Durant Tourism Economic Development Tax Trust Authority with the management of the Durant Tourism Economic Development Tax Trust Authority's goals and objectives for the January 1, 2018 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's increased costs associated with absorbing the activity, and are itemized in the enclosed attachment.

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 January 1, 2018 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 to the Durant Tourism Economic Development Tax Trust Authority by the Durant Area Chamber of Commerce by May 1, 2018.

Accepted and agreed by:

Name, Title

Signature

Date



The City of Durant

Office of City Clerk

Memorandum

Date: 12/14/2017
To: Tourism Economic Development Authority
From: Trustee Janet Reed
Re: Discuss Selection of Trade Shows for Spring of 2018 and Take Possible Action

Council Information / Action Requested

Select trade shows for Spring of 2018.

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



The City of Durant

Office of City Clerk

Memorandum

Date: 12/14/2017
To: Tourism Economic Development Authority
From: Chairman Jim Thorpe
Re: Discuss Signage for Highway 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: 12/14/2017
To: Tourism Economic Development Authority
From: Chairman Jim Thorpe
Re: Discuss Vacation Channel 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: 12/14/2017
To: Tourism Economic Development Authority
From: An-Chen Lai, City Treasurer
Re: Lodging Tax Historical Report - October 2017

Council Information / Action Requested

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

ATTACHMENTS:

Description	Type	Upload Date
Lodging Tax Historical Report - October 2017	Exhibit	12/14/2017

5% Lodging Tourism Tax Fund

al 12/12/17

Lodging Tax

December-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	36,145.05	180.73	26.07	35,990.39