

IN ACCORDANCE WITH THE OKLAHOMA OPEN MEETING LAW,
THE AMENDED AGENDA WAS POSTED MAY 2, 2019 AT 10:20 A.M. AT
THE MUNICIPAL BUILDING, 723 SOUTH LEWIS, STILLWATER, OKLAHOMA

MINUTES
STILLWATER ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
COUNCIL HEARING ROOM
723 S. LEWIS
MAY 6, 2019

PRESENT: CHAIR WILLIAM H. JOYCE, VICE CHAIR PAT DARLINGTON,
TRUSTEES ALANE ZANNOTTI, JOHN WEDLAKE AND AMY DZIALOWSKI
ABSENT: NONE

1. CALL MEETING TO ORDER

Chair Joyce called the meeting to order at 6:45 p.m.

2. CONSENT DOCKET

- a. Approval of minutes: Regular Meeting April 15, 2019
Executive Session April 15, 2019

MOTION BY VICE MAYOR DARLINGTON, SECOND BY TRUSTEE DZIALOWSKI TO APPROVE THE CONSENT DOCKET AS PRESENTED.

ROLL CALL VOTE: JOYCE-YEA, DARLINGTON-YEA, ZANNOTTI-YEA, WEDLAKE-YEA, DZIALOWSKI-YEA. NAY-NONE. MOTION CARRIED WITH FIVE YEA VOTES.

3. PUBLIC COMMENT ON AGENDA ITEMS NOT SCHEDULED FOR PUBLIC HEARING

Daryl Whitworth, Madden Media, 136 East Main, Suite 3, Fredericksburg, TX, stated he has worked with Visit Stillwater for the past 4 years on digital marketing and lead generation. Madden Media executed a custom digital marketing campaign for Visit Stillwater in July 2017 and have continued to do so. Mr. Whitworth expanded on what they have provided to Visit Stillwater and provided insight into the tourism market industry.

4. ITEMS REMOVED FROM CONSENT DOCKET

None.

5. GENERAL ORDERS

- a. *Receive report from City Manager on Request for Qualifications for Destination Marketing and possible selection of firm or other action on Destination Marketing for FY2020 (SEDA-19-02)

City Manager McNickle reviewed Report No. SEDA-19-92 regarding destination marketing for the benefit of those in the audience. Mr. McNickle reported that in July 2018, Stillwater Economic Development Authority (SEDA) and Visit Stillwater (VS) agreed to engage an accounting firm to review VS financial performance under the service agreement. SEDA and VS established mutually acceptable review criteria, agreed upon procedures (AUP). The AUP report was issued to staff by the accounting firm on October 9, 2018.

SEDA's objective with regard to the VS AUP was twofold:

1. A determination of a return on the investment (ROI) of the hotel tax; and
2. A clear indication of how the funds were spent to achieve tourism development and visitor services.

The VS AUP and VS financial statements provide an indication of how the hotel tax funds were spent, but do not give any meaningful information pertaining to ROI.

SEDA published a destination marketing request for qualifications (RFQ) on October 25, 2018 that outlined Stillwater's current use of a convention and visitors' bureau/destination marketing organization.

Eleven submissions were received and evaluated by City staff and two members of the community. Companies scoring in the top three were extended an invitation for an in-person interview. Staff interviewed VI Marketing and Branding, Engage Strategies and Visit Stillwater. No single group interviewed was persuasive regarding their individual ability to adequately cover both the tourism development component and the visitor services component.

Staff surveyed Enid, Ponca City, Oklahoma City, Tulsa, Edmond and Norman looking for comparisons of structure, funding and city involvement, which information was compiled in a spreadsheet attached to the report and presented by Mr. McNickle.

Discussion was held regarding the function of Mr. Whitworth's company, Maddenmedia.com. Mayor Joyce asked if staff had a recommendation for the destination marketing firm. Mr. McNickle stated that staff would have a recommendation following answers to questions by the Trustees.

Mayor Joyce stated that one of the objectives when this process was begun was to examine how Stillwater does destination marketing and if there are other options. Mr. McNickle said that the destination marketing industry is in transition and there are different views on how it should be done. Councilor Zannotti expressed that each community needs to determine what works best for them. Mayor Joyce said that we may need to consider a different approach for bringing visitors to Stillwater that focuses on facilities and events. Mayor Joyce stated that he was not aware of anything being built with the hotel tax that has been collected over the years. Deputy City Manager Melissa Reames projected that there would be approximately \$500,000 in the hotel tax account at the end of the fiscal year. Mayor Joyce expressed the need to establish a Convention and Visitors Board (CVB) under SEDA to look at a broader view of tourism in the City of Stillwater and the desire to negotiate a new contract with Visit Stillwater. 85% of the hotel tax funds would go toward marketing with 15% held back, with the understanding that the CVB would reevaluate the percentages as they move forward.

Willie Baker, representing Visit Stillwater, 1401 South Culpepper, expressed Visit Stillwater's desire to maintain the relationship providing services to the City of Stillwater, interest in the Mayor's suggestions and interest in negotiating a full contract with the City of Stillwater for specific deliverables with specific performance measures.

MOTION BY MAYOR JOYCE, SECOND BY COUNCILOR ZANNOTTI TO DIRECT STAFF TO NEGOTIATE A NEW CONTRACT WITH VISIT STILLWATER BASED ON AN AMOUNT NOT TO EXCEED 85% OF THE HOTEL TAX COLLECTION FOR THE FISCAL YEAR 2018/2019.

ROLL CALL VOTE: JOYCE-YEA, DARLINGTON-YEA, ZANNOTTI-YEA, WEDLAKE-YEA, DZIALOWSKI-YEA. NAY-NONE. MOTION CARRIED WITH FIVE YEA VOTES.

MOTION BY MAYOR JOYCE, SECOND BY COUNCILOR WEDLAKE TO DIRECT STAFF TO DEVELOP A RESOLUTION TO CREATE A NEW CONVENTION AND VISITORS ADVISORY BOARD FOR THE PURPOSE OF ADVICE, DIRECTION AND STRATEGIES ON VISITOR DEVELOPMENT IN STILLWATER.

ROLL CALL VOTE: JOYCE-YEA, DARLINGTON-YEA, ZANNOTTI-YEA, WEDLAKE-YEA, DZIALOWSKI-YEA. NAY-NONE. MOTION CARRIED WITH FIVE YEA VOTES.

6. REPORTS FROM OFFICERS & BOARDS

- a. Miscellaneous items from the General Counsel:
 - i) Request for an Executive Session pursuant to 25 O.S. §307 (C) (11) for the purpose of conferring on matters pertaining to economic development, including the transfer of property, financing, or the creation of a proposal to entice a business to locate within the City of Stillwater because public disclosure of the matter to be discussed would interfere with the development of products and services and would violate the confidentiality of the business.
- b. Miscellaneous items from the General Manager: No report.
- c. Miscellaneous items from Trustees: No report.
 - i) Discussion about scheduling items for upcoming meetings

7. QUESTIONS & INQUIRIES

None.

8. EXECUTIVE SESSION

- a. Executive session for purpose of conferring on matters pertaining to economic development.

MOTION BY TRUSTEE ZANNOTTI, SECOND BY VICE CHAIR DARLINGTON TO ENTER INTO EXECUTIVE SESSION.

ROLL CALL VOTE: JOYCE-YEA, DARLINGTON-YEA, ZANNOTTI-YEA, WEDLAKE-YEA, DZIALOWSKI-YEA. NAY-NONE. MOTION CARRIED WITH FIVE YEA VOTES.

The Stillwater Economic Development Authority entered into Executive Session at 7:30 p.m. and returned to open session at 8:40 p.m.

MOTION BY VICE CHAIR DARLINGTON, SECOND BY TRUSTEE WEDLAKE TO RECONVENE THE MAY 6, 2019 REGULAR MEETING OF THE STILLWATER ECONOMIC DEVELOPMENT AUTHORITY.

ROLL CALL VOTE: JOYCE-YEA, DARLINGTON-YEA, ZANNOTTI-YEA, WEDLAKE-YEA, DZIALOWSKI-YEA. NAY-NONE. MOTION CARRIED WITH FIVE YEA VOTES.

9. RETURN FROM EXECUTIVE SESSION

- a. No action on this item.

No action was taken on Item a.

10. ADJOURN

MOTION BY TRUSTEE WEDLAKE, SECOND BY VICE CHAIR DARLINGTON TO ADJOURN THE MAY 6, 2019 REGULAR MEETING OF THE STILLWATER ECONOMIC DEVELOPMENT AUTHORITY.

ROLL CALL VOTE: JOYCE-YEA, DARLINGTON-YEA, ZANNOTTI-YEA, WEDLAKE-YEA, DZIALOWSKI-YEA. NAY-NONE. MOTION CARRIED WITH FIVE YEA VOTES.

The regular meeting of the Stillwater Economic Development Authority adjourned at 8:41 p.m.

**WILLIAM H. JOYCE, CHAIR
STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY**

**ELIZABETH CHRZ, SECRETARY
STILLWATER ECONOMIC DEVELOPMENT
AUTHORITY**

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