

Notice of Meeting

Shawnee Civic & Cultural Development Authority

Type of Meeting (Please Check)

Regular Meeting (X)
Rescheduled Regular Meeting ()
Special Meeting ()
Continued or
Emergency Meeting ()
Reconvened Meeting ()
Canceled Meeting ()

Date Time Place of Meeting
Dec 19, 2019 12:30PM Heart of Oklahoma Exposition Center
1700 W. Independence
Shawnee, OK 74804

To be completed by person filing notice:

Name: Stephanie Meiler-Gideon
Title: Director of Events- Spectra
Address: PO Box 1466
Shawnee, OK 74802-1466
Phone: 405-275-7020

Filed in the office of the municipal clerk at 2:26 AM/PM.

On: 12/17/19

Signed: Kick

For City Clerk's Office Use Only

Date Notice released to news media: 12/17/19
Person filing notice: Stephanie Meiler
Notice verified by: Kick

Shawnee Civic & Cultural Development Authority
December 19, 2019
2:12:30 PM
Heart of Oklahoma Exposition Center

1. Call to Order.
2. Roll Call.
3. Declaration of a Quorum.
4. Approval of minutes of the regularly scheduled Meeting of November 21, 2019.
5. Review and Acknowledgment of Spectra / Facility Monthly Activity Report.
6. Approval of Monthly Financial Report.
7. Approval of Claims: Expo Center Special Events.
8. Discussion Consideration and Possible Action to Add New/Current Signers & Remove Old/Past Signers to the First United Bank Account.
9. Discussion Consideration and Possible Action to enter into a management agreement for the International Finals Youth Rodeo 2020 / IFYR #2B.
10. Discussion Consideration and Possible Action to enter into an agreement with Vann & Associates for the International Finals Youth Rodeo 2020.
13. Discussion Consideration and Possible Action on location decision for International Finals Youth Rodeo 2020.
11. IFYR Up-Date.
12. Committee Reports.
13. Administrative Reports.
14. Old Business.
15. New Business.
16. Public & Trustee Comments.
17. Adjournment.

A MEETING OF THE SHAWNEE
CIVIC AND CULTURAL DEVELOPMENT AUTHORITY
NOVEMBER 21, 2019 @ 12:30PM
HEART OF OKLAHOMA EXPOSITION CENTER

THE TRUSTEES OF THE SHAWNEE CIVIC AND CULTURAL DEVELOPMENT AUTHORITY WAS ORIGINALLY SCHEDULED TO HAVE THEIR REGULAR MEETING DATE THURSDAY, NOVEMBER 21, 2019 AT 12:30PM AT HEART OF OKLAHOMA EXPOSITION CENTER, PURSUANT TO NOTICE DULY POSTED AS PRESCRIBED BY LAW. NOTICE WAS FILED AT CITY HALL ON NOVEMBER 18, 2019 AT 8:10 AM.

AGENDA ITEM NO.1

CALL TO ORDER.

THE MEETING WAS CALLED TO ORDER AT 12:36PM BY CHAIRMAN RANDY GILBERT.

AGENDA ITEM NO.2

ROLL CALL

TRUSTEES PRESENT: MR. RANDY GILBERT
MR. LANCE WORTHAM
MR. CARL PACKWOOD
MR. TIM BARRICK
MR. CHANCE ALLISON

TRUSTEES ABSENT: MR. KARL KOZEL

*GUESTS ALSO IN ATTENDANCE: MINDY PALMER, SUZIE CAMPBELL W/ COUNTYWIDE NEWS & IFYR VOLUNTEER RANAY CHURCHWELL & DR. JOE TARON, AND CITY OF SHAWNEE FINANCE DIRECTOR ASHLEE NEEL

AGENDA ITEM NO. 4

ACTION TO ACCEPT THE RECOMMENDATION OF THE MAYOR AS APPROVED BY THE CITY COMMISSIONERS TO APPOINT MINDY MEW-PALMER AS A TRUSTEE ON THE SC&CDA TO COMPLETE RACHAEL MELOT'S TERM EXPIRING DEC31, 2019.

THE MOTION WAS MADE BY TRUSTEE WORTHAM, SECONDED BY TRUSTEE BARRICK TO APPROVE MINDY MEW-PALMER TO COMPLETE RACHAEL MELOT'S TERM EXPIRING ON DEC 31, 2019.

AYE: PACKWOOD, BARRICK, GILBERT, WORTHAM, ALLISON
NAY: NONE
ABSTAIN: NONE

AGENDA ITEM NO.6

APPROVAL OF THE MINUTES FROM THE AUGUST 2019 REGULAR SCHEDULED MEETING.

THE MOTION MADE BY TRUSTEE BARRICK, SECONDED BY TRUSTEE WORTHAM TO APPROVE THE MINUTES FROM THE REGULAR SCHEDULED MEETING JUNE 2019. -MOTION CARRIED.

AYE: PACKWOOD, BARRICK, GILBERT, WORTHAM
NAY: NONE
ABSTAIN: MEW-PALMER, ALLISON

AGENDA ITEM NO.7

APPROVAL OF THE MINUTES FROM THE AUGUST
2019 SPECIAL MEETING

THE MOTION MADE BY TRUSTEE WORTHAM, SECONDED BY TRUSTEE PACKWOOD TO APPROVE THE
MINUTES FROM THE AUGUST 2019 SPECIAL MEETING AS PRESENTED. -MOTION CARRIED.

AYE: PACKWOOD, BARRICK, GILBERT, WORTHAM, ALLISON
NAY: NONE
ABSTAIN: MEW-PALMER, ALLISON

AGENDA ITEM NO.9

APPROVAL OF THE MONTHLY SPECTRA/FACILITY
FINANCIAL REPORT.

THE MOTION MADE BY TRUSTEE BARRICK, SECONDED BY TRUSTEE PACKWOOD TO APPROVE
THE MONTHLY FINANCIAL REPORT AS PRESENTED. -MOTION CARRIED.

AYE: PACKWOOD, BARRICK, GILBERT, WORTHAM, ALLISON, MEW-PALMER
NAY: NONE
ABSTAIN: NONE

AGENDA ITEM NO.10

APPROVAL OF CLAIMS: SPECIAL ACCOUNT AS
PRESENTED

THE MOTION MADE BY TRUSTEE BARRICK, SECONDED BY TRUSTEE PACKWOOD TO APPROVE
THE CLAIMS FOR THE SPECIAL ACCOUNT AS PRESENTED. -MOTION CARRIED.

AYE: PACKWOOD, BARRICK, GILBERT, WORTHAM, ALLISON, MEW-PALMER
NAY: NONE
ABSTAIN: NONE

AGENDA ITEM NO. 11

DISCUSSION AND CONSIDERATION OF THE
TRADEMARK LOGO AND ETC. PERTAINING TO THE
IFYR

MIKE CLOVER WILL LOOK INTO WHAT NEEDS TO BE DONE IN ORDER TO TRADEMARK THE IFYR
LOGO.

AGENDA ITEM NO. 12

DISCUSSION AND UPDATE ON THE ASSET
DISCUSSIONS WITH THE SC&CDA AND THE CITY OF
SHAWNEE

ASSET MEETING ATTENDEES DARREN RUTHERFORD, RANDY GILBERT, LANCE WORTHAM, &
CHANCE ALLISON AGREED TO COME TO THE DEC 2019 MEETING WITH A CLEANED-UP LIST OF ASSETS.

AGENDA ITEM NO. 13

IFYR UPDATE

*RANDY GILBERT AND ERIN STEVENS SPOKE WITH RICK WITH SPECTRA ABOUT MOVING FORWARD
WITH SPONSORSHIPS FOR THE RODEO.

*IFYR WEBSITE AND PROGRAM NEEDS UPDATING.

*CHAIRMAN RANDY GILBERT WANTS TO FORM A COMMITTEE TO DISCUSS THE WORK THAT GOES
INTO THE RODEO ALONG WITH ALL RODEO RESPONSIBILITIES.

AGENDA ITEM NO. 14 & 15

COMMITTEE & ADMINISTRATIVE REPORTS

NONE

AGENDA ITEM NO. 16 & 17

OLD BUSINESS & NEW BUSINESS

NONE

AGENDA ITEM NO. 18

PUBLIC & TRUSTEE COMMENTS

*CHAIRMAN RANDY GILBERT THANKED THE GUESTS FOR COMING.

*IFYR VOLUNTEER RANAY CHURCHWELL WANTED TO THANK DALE YERIGAN, STEPHANIE MEILER-GIDEON, DANIELLE HARJO, AND ALL OF THE EXPO STAFF. THEY DID AN AMAZING JOB.

*VOLUNTEERS ARE ALREADY SCHEDULING THEIR VACATION TO WORK THE IFYR 2020.

AGENDA ITEM NO. 19

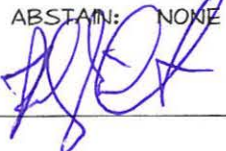
ADJOURNMENT @1:53PM

THE MOTION MADE BY TRUSTEE PACKWOOD, SECONDED BY TRUSTEE BARRICK TO ADJOURN THE MEETING. -MOTION CARRIED.

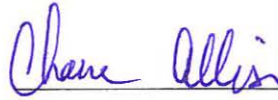
AYE: PACKWOOD, BARRICK, GILBERT, WORTHAM, ALLISON, MEW-PALMER

NAY: NONE

ABSTAIN: NONE



CHAIRMAN: MR. RANDY GILBERT



SECRETARY: MR. CHANCE ALLISON



SPECTRA

Expo Center

PAST DUES:	Event Date:	Amount Owed:	Last Contact:	Account:
Kim Carver Barrel Race	May 13-14, 2017	\$241.01	Missing (1) Check	General
Sonic	IFYR 2019	\$675.00	Emailed 8/23 & 9/30	Special
Kickapoo Casino	IFYR 2019	\$850.00	Emailed 8/23 & 9/30	Special
Canadian Valley	IFYR 2019	\$675.00	Emailed 8/23 & 9/30	Special

Event Name:	Date:	Building:
Sassafras Event	11/15-11/16	Otto Krause
Board of Realtors	11/15/19	Conf Center
Cotte Reception	11/15/19	Conf Center
Jones Team Roping	11/16-11/17	Fred Humphrey
2 Sisters Craft Show	11/22-11/23	Conf Center
A+ Auction	11/30/19	Grounds
Outlaw Motor Sports	11/29-11/30	Fred Humphrey
Hernandez Reception	11/30/19	Conf Center
Fire Dept Party	12/03/19	Conf Center
Newton Wall Party	12/05/19	Conf Center
ONEOK	12/05/19	Conf Center
2 Sisters Flea Market	12/6-12/7	Otto Krause
OK Poultry	12/14/19	Otto Krause
Sleigh Bells Market	12/14/19	Conf Center

Droffats Inc. Catering /Concessions:

August Summary	\$	557.50
September Summary	\$	1,309.00
October Summary	\$	2,434.00
November Summary	\$	1,363.85

Shawnee Expo Center / SC&CDA

Balance Sheet

As of December 17, 2019

	Dec 17, 19
ASSETS	
Current Assets	
Checking/Savings	
Arvest-General	6,060.96
Bancfirst-0161902-Shavings	3,310.63
FNB - 1020390 (Capital Improve)	1,395.49
FUB-282367-Payoff	1,048.82
FUB-603708-Special	11,590.40
FUB-603910-Ticket	-96.21
Total Checking/Savings	23,310.09
Accounts Receivable	
Accounts Receivable	-4,302.24
Total Accounts Receivable	-4,302.24
Other Current Assets	
Concession Receivable	-3,178.95
Undeposited Funds	500.00
Total Other Current Assets	-2,678.95
Total Current Assets	16,328.90
Fixed Assets	
Land Improvements	47,350.44
Parking Lot Improvements	265,886.47
RV Park	
600 Section	246,317.00
Total RV Park	246,317.00
Accum Depr- Land Improvements	-746,754.28
Accum Depr- Vehicles	-110,953.19
Accum Depr-Audiovisual Equip	-56,887.35
Accum Depr-Buildings	-4,915,354.19
Accum Depr-Business Mach	-68,505.52
Accum Depr-Comm. Equip	-5,080.64
Accum Depr-Furniture	-49,425.22
Accum Depr-Mach. & Tools	-1,846,344.36
Appliances	4,448.14
Audiovisual Equipment	68,623.71
Buildings	8,436,669.42
Business Machines	25,786.79
Communications Equipment	68,849.24
Furniture	102,813.33
Improvements OT Buildings	2,335.00
Land	645,821.42
Machinery & Tools	2,085,100.43
Parks & Recreation Equip.	29,503.09
Vehicles	124,513.19
Total Fixed Assets	4,354,712.92
TOTAL ASSETS	4,371,041.82
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
*Accounts Payable	600.53
Total Accounts Payable	600.53
Other Current Liabilities	
Due to Management Company	5,069.95
Accrued Rodeo Income	
Adversiting	-289.60

2:47 PM

12/17/19

Accrual Basis

Shawnee Expo Center / SC&CDA

Balance Sheet

As of December 17, 2019

	Dec 17, 19
Total Accrued Rodeo Income	-289.60
Total Other Current Liabilities	4,780.35
Total Current Liabilities	5,380.88
Long Term Liabilities	
N/P John Deere	44,365.40
Total Long Term Liabilities	44,365.40
Total Liabilities	49,746.28
Equity	
County Money for Improvements	458,651.00
Fund Balance	
Restricted	3,771,858.53
Total Fund Balance	3,771,858.53
Retained Earnings	191,779.84
Net Income	-100,993.83
Total Equity	4,321,295.54
TOTAL LIABILITIES & EQUITY	4,371,041.82



V&A

VANN & ASSOCIATES | PR + MARKETING

AGREEMENT

2019-2020 Service Contract for:

International Finals Youth Rodeo

OVERVIEW

As the world's richest youth rodeo, the International Finals Youth Rodeo (IFYR) currently drives the majority of annual tourism traffic to the Heart of Oklahoma Exposition Center. Although a week-long event, the rodeo lifestyle is a year-round engagement.

Our team will work with Expo and IFYR to manage the IFYR social media channels, engage media prior to, during and after the event as well as assist in the purchase of advertising to promote the event. During the rodeo, our team will staff the media center, working with members of the media to showcase the IFYR.

SERVICES

The following are explanations of our scope of services These methods shall be utilized for the greatest results achieved within the time allotted in this agreement.

Strategic Communications Strategy

Our firm will develop a comprehensive annual communications strategy to position the IFYR nationally as a premier event. Our work will include graphic design, community relations and other tactics to increase the reach of the IFYR brand.

Social Media Management

Vann & Associates will develop and execute a social media strategy which will include a social media content calendar and messaging for the current IFYR Facebook, Twitter and Instagram. This includes the creation of content, campaigns, contests and graphics to drive traffic to the IFYR website.

Media Relations

Our team will work with members of the media across the United States to showcase IFYR contestants, answer media requests and connect IFYR officials and contestants with media for interviews.

Advertising Consulting

As needed, our team will assist Expo/IFYR staff in identifying and purchasing potential traditional and digital media to increase both the awareness and attendance to the IFYR.

E-newsletter Creation and Distribution

Our team will continue to grow the IFYR email database in order to ultimately write, design and distribute a timely e-newsletter and/or specialty e-newsletters throughout the year as needed. The e-newsletter will showcase the contestants,

COMPENSATION

Compensation for Services

For the services described above, Vann & Associates will charge a fee of \$1,750 per month for an allotted 20 hours per month during a term of 12 months. This does not include third-party services for email marketing platforms such as Constant Contact or similar (approximate additional cost: \$45 per month). Additional hours shall be billed at \$80 per hour.

In addition to the on-going services, there will be an additional fee of \$8,000, plus lodging for our on-site services during the IFYR. Three (3) members of our team will arrive no later than noon on the Sunday of the event and we will stay until the conclusion of the event and our work on Friday evening Saturday morning. We reserve the right to choose our accommodations (usually the Holiday Inn Express). This fee shall be billed as an additional \$666 per month or in four equal payments of \$2,000 to be paid on April 1, May 1, June 1 and July 1. Hotel re-imbursement shall be paid no later than 15 days after invoice submission.

ADDITIONAL TERMS

Additional Costs

The prices within this proposal do not include associated costs such as printing, photography, advertising buys, stock photography, e-newsletter services, travel expenses or other hard costs potentially associated with the creation of collateral material or other services. Although the agency has tried to foresee any potential costs, there may be occasions in which additional funds will be necessary to complete a task. In such cases, the client will be notified prior to the expenditure of such costs. If the client does not want to expend additional costs, the client acknowledges the potential impact such decisions may have on the outcome of a service or project.

Communication/Reporting

Vann & Associates will provide a monthly update concerning the progress of our work. We will schedule a regular meeting either in person or via conference call to discuss the overall direction, progress and concerns either the client or agency may have.

Agency Responsibilities

The agency will be responsible for performing all the duties outlined within this proposal. An agreement reflecting the services and the benchmarks of performance will be signed prior to the beginning of services.

Client Responsibilities

The public relations process is a partnership between the agency representative and the client. We work with you to develop campaigns, brands and recommendations to move your organization forward. As a client, we ask you provide the agency with information, materials and access to key staff and information, so we may determine the best recommended direction for your campaign. Our agreement is based upon benchmarks set by both the client and the agency. Often, those goals can only be achieved if we work together.

Social and Digital Media

The development and management of social media includes the ebb-and-flow of ideas as well as an organic growth process. Although we guarantee the amount of time we work on the accounts and the anticipated growth outlined in the "services" section of this agreement, there is no guarantee of any further growth, nor stabilization which may also include the decrease of channel reach and/or the impact they may have on your organization or business.

Agency of Record

Vann & Associates Strategic Communications Solutions, LLC (dba Vann & Associates Public Relations + Marketing) shall be the agency of record for the International Finals Youth Rodeo. This does entitles Vann & Associates to exclusivity to any opportunity or service within the scope of this agreement. Additional agencies, firms, and/or individuals solicited to perform any scope similar to these services must be approved in writing by Vann & Associates prior to entering a relationship. Vann & Associates reserves the right to refuse any agency, firm and/or individual for any reason. If violated, Vann & Associates reserves the right to request the compensation owed for the remainder of the contract with no further work provided by Vann & Associates.

Past Due Payments

Payments are due no later than the first day of every month. Monthly fees, as well as any overages, will be charged per month. Accounts which fall past due by more than five days are subject to a 10 percent late fee in addition to the past due amount. Vann & Associates reserves the right to stop service on any accounts which are past due.

Sole Use of Materials

Services and/or products which are provided to the client for their specifically intended uses which are re-purposed by the client without the written approval of Vann & Associates Strategic Communications Solutions, LLC will be eligible for additional levied fees in accordance with project price structure.

ADDITIONAL TERMS

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Defining a Billable Hour

A "billable hour" as defined by this agreement is any 60-minute interval, per representative during the standard business hours of 8:30 a.m. to 5:30 p.m. Monday through Friday. Additional agency staff or additional time is billed against such hour at intervals of 15-minute blocks. The number of staff members assigned to a project or service is at the sole discretion of Vann & Associates, however, we will maintain a budget conscious perspective when adding additional staff. Times devoted outside of standard business hours, defined as 8:30 a.m. to 5:30 p.m., Monday through Friday, shall be billed at time and a half increments of 15-minute intervals.

Automatic Annual Renewal

The client shall provide 60 day written advanced notice if they choose not to automatically renew the agreement set forth. Each year after the conclusion of the original agreement, the client understands there will be an additional annual increase in fees for services of 5 percent that year and each year following.

Length of this agreement

This agreement is for a term of twelve (12) months beginning on October 1, 2019 and ending on September 30, 2020. This agreement shall be considered fully executed upon the signature and payment of appropriate fees. The agreement shall be signed by both parties with the understanding they are both of legal and reasonable ability to enter into such an agreement.

Cancellation Policy

Either party may cancel this agreement by providing written notice 60 days prior to the desired date of cancellation. Any outstanding monthly fees shall be paid up to the point of separation. Any projects or services shall be paid in full prior to separation. The agency will return any proprietary items such as photographs, documents, etc. to the client prior to separation.

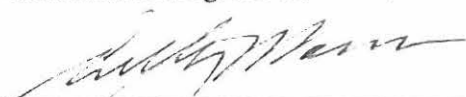
Dispute Resolution

The Parties agree that any dispute shall be subject to, and resolved in, Oklahoma County District Courts. In the event a suit is instituted, the prevailing Party shall have the right to recover all such Party's costs and costs of the suit.

Acceptance of Terms

The signature of both parties shall evidence acceptance of these terms.

Consented and Agreed to:



TONY VANN
PRESIDENT

September 16, 2019

DATE SIGNED

ERIN STEVENS | DIRECTOR
HEART OF OKLAHOMA EXPOSITION CENTER

DATE SIGNED