

AMENDED
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
<u>NOVEMBER 16, 2017</u>	<u>12:30PM</u>	<u>HEART OF OKLAHOMA EXPOSITION CENTER</u>
		<u>1700 W. INDEPENDENCE</u>
		<u>SHAWNEE, OK 74804</u>

TO BE COMPLETED BY PERSON FILING NOTICE:

NAME: Stephanie Meier-Gideon

TITLE: MARKETING MANAGER

ADDRESS: PO BOX 1466

SHAWNEE, OK 74802-1466

PHONE: 405-275-7020

FILED IN THE OFFICE OF THE MUNICIPAL CLERK AT 9:11 AM PM

ON November 14, 2017

SIGNED Kacie Eck

FOR CITY CLERK'S OFFICE USE ONLY

DATE NOTICE RELEASED TO NEWS MEDIA November 14, 2017

PERSON FILING NOTICE Stephanie Meier-Gideon

NOTICE VERIFIED BY Kacie Eck

SHAWNEE CIVIC & CULTURAL DEVELOPMENT AUTHORITY
NOVEMBER 16, 2017
@ 12:30 PM
HEART OF OKLAHOMA EXPOSITION CENTER
AMENDED

1. CALL TO ORDER.
2. ROLL CALL
3. DECLARATION OF A QUORUM.
4. APPROVAL OF MINUTES OF THE REGULAR SCHEDULED MEETING OF OCTOBER 2017.
5. REVIEW AND ACKNOWLEDGMENT OF MONTHLY ACTIVITY REPORT OCTOBER 2017.
6. APPROVAL OF MONTHLY FINANCIAL REPORT.
7. APPROVAL OF CLAIMS: GENERAL ACCOUNT.
8. APPROVAL OF CLAIMS: EXPO CENTER SPECIAL EVENTS.
9. APPROVAL OF CLAIMS: SHAVINGS ACCOUNT.
10. DISCUSSION TO ACCEPT THE 2018 PR/MARKETING AGREEMENT AS PRESENTED BY VANN & ASSOCIATES FOR EXPO CENTER & IFYR 18'.
11. DISCUSSION CONSIDERATION AND POSSIBLE ACTION TO APPROVE SC&CDA 2018 REGULAR MEETING SCHEDULE.
12. IFYR UP-DATE.
13. COMMITTEE REPORTS.
14. ADMINISTRATIVE REPORTS.
15. OLD BUSINESS.
16. NEW BUSINESS.
17. PUBLIC & TRUSTEE COMMENTS.
18. ADJOURNMENT.

A MEETING OF THE SHAWNEE
CIVIC AND CULTURAL DEVELOPMENT AUTHORITY
OCTOBER 19, 2017
12:30 PM
HEART OF OKLAHOMA EXPOSITION CENTER

THE TRUSTEES OF THE SHAWNEE CIVIC AND CULTURAL DEVELOPMENT AUTHORITY MET FOR THEIR REGULAR SCHEDULED MEETING THURSDAY, OCTOBER 19, 2017 AT 12:30 PM AT HEART OF OKLAHOMA EXPOSITION CENTER, PURSUANT TO NOTICE DULY POSTED AS PRESCRIBED BY LAW. NOTICE WAS FILED AT CITY HALL ON OCTOBER 16, 2017 AT 11:36 AM.

AGENDA ITEM NO.1

CALL TO ORDER.

THE MEETING WAS CALLED TO ORDER AT 12:40 PM BY CHAIRMAN RANDY GILBERT.

AGENDA ITEM NO.2

ROLL CALL

TRUSTEES PRESENT: MR. RANDY GILBERT
MR. TIM BARRICK
MR. CARL PACKWOOD
MS. RACHEL MELOT

TRUSTEES ABSENT: MR. KARL KOZEL
MR. LANCE WORTHAM
MR. JUSTIN ERICKSON

AGENDA ITEM NO.4

APPROVAL OF THE MINUTES OF THE REGULAR
MEETING SEPTEMBER 2017 -

THE MOTION MADE BY TRUSTEE PACKWOOD, SECONDED BY TRUSTEE BARRICK TO APPROVE THE MINUTES AS PRESENTED FOR THE SEPTEMBER 2017 REGULAR BOARD MEETING. -MOTION CARRIED.

AYE: GILBERT, MELOT, PACKWOOD, BARRICK
NAY: NONE
ABSTAIN: NONE

AGENDA ITEM NO. 6

APPROVAL OF THE MONTHLY FINANCIAL REPORT

THE MOTION MADE BY TRUSTEE MELOT, SECONDED BY TRUSTEE BARRICK TO APPROVE THE MONTHLY FINANCIAL REPORT AND RODEO REPORT. -MOTION CARRIED.

AYE: GILBERT, MELOT, PACKWOOD, BARRICK
NAY: NONE
ABSTAIN: NONE

AGENDA ITEM NO.7

APPROVAL OF GENERAL CLAIMS WITH ADD ONS.

THE MOTION MADE BY TRUSTEE PACKWOOD, SECONDED BY TRUSTEE MELOT TO APPROVE THE GENERAL CLAIMS AND WITH ADD ONS AS PRESENTED. -MOTION CARRIED.

AYE: GILBERT, MELOT, PACKWOOD, BARRICK
NAY: NONE
ABSTAIN: NONE

GENERAL CLAIMS:

A.	OKLAHOMA DEPARTMENT OF LABOR	\$225.00
B.	OKLAHOMA NATURAL GAS	\$43.92

C.	OKLAHOMA NATURAL GAS	\$49.72
D.	OKLAHOMA NATURAL GAS	\$46.83
E.	OKLAHOMA NATURAL GAS	\$180.33
F.	OKLAHOMA NATURAL GAS	\$100.77
G.	OKLAHOMA NATURAL GAS	\$50.89
H.	AT&T MOBILITY	\$54.58
I.	EXPRESS EMPLOYMENT	\$953.60
J.	EXPRESS EMPLOYMENT	\$535.04
K.	EXPRESS EMPLOYMENT	\$535.04
L.	STAPLES	\$46.45
M.	HUNZICKER BROTHERS	\$746.03
N.	STEWART WHOLESALE	\$1,732.55
O.	FIRST UNITED BANK	\$203.52
P.	BROOKS INDUSTRIES	\$319.49
Q.	CITY GREASE TRAP SERVICE	\$225.00
R.	AT&T	\$711.62
S.	PREFERRED MATERIAL HANDLING, INC	\$769.26
T.	STUART & CLOVER	\$200.00
U.	ASK ABOUT WINDOWS	\$241.00
V.	CHUCK JONES	\$900.00
W.	24 HOUR LOCKOUT SERVICE	\$60.00
X.	FUELMAN	\$1,110.67
Y.	ARMSTRONG TERMITE & PEST CONTROL	\$150.00
Z.	LOWE'S	\$300.72
AA.	TECHSICO ENTERPRISE SOLUTIONS	\$270.00
BB.	FIRST UNITED BANK	\$447.78
CC.	FINLEY & COOK	\$862.50
DD.	SHAWNEE OFFICE SYSTEMS	\$137.13
EE.	METROPOLITAN TELECOMMUNICATIONS	\$873.34
FF.	INTEGRATED NETWORK SOLUTIONS, LLC	\$734.00
GG.	JOHN DEERE FINANCIAL	\$528.58
HH.	PERSONAL PLUMBING	\$2,011.80
II.	YANN & ASSOCIATES	\$1,166.50
JJ.	SHAWNEE MUNICIPAL AUTHORITY	\$905.15
KK.	PITNEY BOWES	\$153.00

ADD ONS:

A.	CITY OF SHAWNEE	\$117.83
B.	MARSH ELECTRIC LLC	\$1,711.30
C.	FRED'S TIRE & BATTERY	\$15.00
D.	TENNANT	\$598.00
E.	OKLAHOMA NATURAL GAS (2 ADDED TOGETHER)	\$254.51
F.	YORT'S	\$195.00
G.	OG&E	\$22,432.77
H.	ARVEST	\$625.11
I.	OK TAX COMMISSION	\$480.81

AGENDA ITEM NO.8

APPROVAL OF SPECIAL CLAIMS WITH ADD ONS

THE MOTION MADE BY TRUSTEE PACKWOOD, SECONDED BY TRUSTEE BARRICK TO APPROVE THE SPECIAL CLAIMS WITH ADD ONS AS PRESENTED. -MOTION CARRIED.

AYE: GILBERT, MELOT, PACKWOOD, BARRICK
NAY: NONE
ABSTAIN: NONE

SPECIAL CLAIMS:

A.	OG&E	\$17,662.37
B.	TECUMSEH FFA BOOSTER CLUB	\$3,000.00
C.	SYDNEY ODLE	\$400.00
D.	YANN & ASSOCIATES	\$1,166.50

E.	SHAWNEE MUNICIPAL AUTHORITY	\$1,552.62
F.	KGFF	\$630.00

ADD ONS:

A.	MARSH ELECTRIC LLC	\$2,781.05
B.	YNOT LIFESTYLE	\$1680.00
C.	OK TRAILERS	\$840.00
D.	BLOOMER TRAILER	\$420.00
E.	OE NUTRACEUTICALS	\$1260.00

AGENDA ITEM NO. 9

APPROVAL OF SHAVINGS CLAIMS

THE MOTION MADE BY TRUSTEE PACKWOOD, SECONDED BY TRUSTEE BARRICK TO APPROVE THE SHAVINGS CLAIMS WITH ADD ONS AS PRESENTED. -MOTION CARRIED.

AYE: GILBERT, MELOT, PACKWOOD, BARRICK
 NAY: NONE
 ABSTAIN: NONE

A.	XYLO OF OKLAHOMA	\$3,960.00
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AGENDA ITEM NO. 10

D, C, & PA TO REPLACE HEATERS IN FRED HUMPHREY SECTIONS E.F, & G

THE MOTION MADE BY TRUSTEE PACKWOOD, SECONDED BY TRUSTEE BARRICK TO APPROVE A TEAM HEATING & COOLING BID FOR \$34,420.00 USING CAPITAL FUNDS. NOTE: A TEAM IS HIGHER THAN SPARKS, BUT THEY ARE CHANGING FLUES OUT AS WELL. -MOTION CARRIED.

AYE: GILBERT, MELOT, PACKWOOD, BARRICK
 NAY: NONE
 ABSTAIN: NONE

AGENDA ITEM NO. 11

D, C, & PA TO REPLACE HOT WATER HEATERS IN CONF. CENTER

THE MOTION MADE BY TRUSTEE MELOT, SECONDED BY TRUSTEE PACKWOOD TO APPROVE REPLACING HOT WATER HEATERS UP TO \$16,730.00 USING CAPITAL FUNDS WITH THE ADDED POINT THAT TWO ADDITIONAL BIDS BE OBTAINED, WITH THE SELECTION OF BEST OF 3 BIDS. NOTE: KITCHEN WILL BE A TANKLESS SYSTEM WHILE REST OF EXPO CENTER WILL BE 100GAL WATER TANK. -MOTION CARRIED.

AYE: GILBERT, MELOT, PACKWOOD, BARRICK
 NAY: NONE
 ABSTAIN: NONE

AGENDA ITEM NO.12

D, C, & PA TO APPROVE SELLING OF SURPLUS ITEMS

THE MOTION MADE BY TRUSTEE PACKWOOD, SECONDED BY TRUSTEE MELOT TO APPROVE THE SELLING OF SURPLUS ITEMS ON NOV 25, 2017 IN THE EXCEL AUCTION. -MOTION CARRIED.

AYE: GILBERT, MELOT, PACKWOOD, BARRICK
 NAY: NONE
 ABSTAIN: NONE

AGENDA ITEM NO. 13

IFYR UPDATE

*SPONSORSHIPS 2018-AMERICAN HAT, BARBARA'S CUSTOM HATS, CURICYN, ST. ANTHONY'S
*EXPO TO SPONSOR BRANDON BUTLER *300.00 AT NATIONAL EVENT & WILL PROVIDE 3 LOGOS TO
BE WORN IN PROMINENT LOCATIONS

AGENDA ITEM NO. 14

COMMITTEE REPORTS

NONE.

AGENDA ITEM NO. 15

ADMINISTRATION REPORTS

*PICTURES OF BANNERS IN FRED HUMPHREY
*DONATION FROM THE SHAWNEE POLICE DEPT.

AGENDA ITEM NO. 16 & 17

OLD BUSINESS & NEW BUSINESS

*DEMOS NEXT WEEK OF THE SCRUBBER & SWEEPER

AGENDA ITEM NO. 18

PUBLIC & TRUSTEE COMMENTS

ANGIE ANSON FROM VSI ATTENDED MEETING

AGENDA ITEM NO. 18

ADJOURNMENT @ 1:51PM

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

AYE: GILBERT, MELOT, PACKWOOD, BARRICK
NAY: NONE
ABSTAIN: NONE

CHAIRMAN: MR. RANDY GILBERT

SECRETARY: MR. JUSTIN ERICKSON



Heart of Oklahoma Expo Center

October 2017 Events	Amount Owed	Amount Paid	Concessions / Catering
Good Sams	\$ -	\$ 15,472.00	\$ -
Discovery Owners Associations	\$ -	\$ 9,219.00	\$ -
Yandell Quineanera	\$ -	\$ 855.00	\$ -
Primrose	\$ -	\$ 175.00	\$ -
Circle L Productions	\$ -	\$ 3,104.66	\$ -
KCI	\$ -	\$ 225.00	\$ -
Triangle Sales	\$ -	\$ 4,257.00	\$ -
HCR ManorCare	\$ -	\$ 1,100.00	\$ -
Rollin Squares RV Rally	\$ -	\$ 150.00	\$ -
Pott County Farmers & Ranchers	\$ -	\$ 765.00	\$ -
Community Action Banquet	\$ -	\$ 100.00	\$ -
Seminoel Kennel Club	\$ -	\$ 1,263.77	\$ -
Tecumseh FFA	\$ 446.50	\$ -	\$ -
Kim Carver Barrel Race	\$ 3,705.02	\$ -	\$ -
Outlaw Motor Sports	\$ 3,357.04	\$ -	\$ -
OK Foundation Quarter Horse	\$ 110.00	\$ 4,075.00	\$ -
Monkey Business	\$ 4,830.00	\$ -	no concessions
CB Circus T-Rex Magic Show	\$ 395.00	\$ 100.00	\$ -
Basketweavers Guild of OK	\$ 1,697.50	\$ 302.50	\$ -
OG&E	\$ 395.00	\$ -	\$ -
Triangle Sales	\$ 29,569.83	\$ -	\$ -
Community Action Banquet	\$ 100.00	\$ -	\$ -
Totals from Above:	\$ 44,605.89	\$ 41,163.93	\$ -
October Concessions/Catering	\$ -	\$ -	\$ 2,407.00
October 2016 \$ \$20,771.19)	2017		
Totals:	\$ 7,618.56	\$ 40,761.43	\$ 2,407.00

Shawnee Expo Center / SC&CDA
Statement of Assets, Liab., & Equity
As of October 31, 2017

	Oct 31, 17
ASSETS	
Current Assets	
Checking/Savings	
Arvest-General	33,751.61
Bancfirst-0161902-Shavings	4,339.68
FNB - 1020390 (Capital Improve)	73,487.94
FUB-282367-Payoff	128.30
FUB-603708-Special	36,424.70
FUB-603910-Ticket	1,870.12
Total Checking/Savings	150,002.35
Accounts Receivable	
Accounts Receivable	19,386.54
Total Accounts Receivable	19,386.54
Other Current Assets	
Concession Receivable	-2,425.09
Total Other Current Assets	-2,425.09
Total Current Assets	166,963.80
Fixed Assets	
Land Improvements	47,350.44
Parking Lot Improvements	262,113.00
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	-4,348,426.90
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
Audiovisual Equipment	68,623.71
Buildings	7,886,940.69
Business Machines	25,786.79
Communications Equipment	68,849.24
Furniture	102,813.33
Land	645,821.42
Machinery & Tools	2,035,661.20
Parks & Recreation Equip.	29,503.09
Vehicles	124,513.19
Total Fixed Assets	4,311,915.64
TOTAL ASSETS	4,478,879.44
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Sales Tax Payable	260.41
Total Other Current Liabilities	260.41
Total Current Liabilities	260.41

9:46 AM

11/09/17

Accrual Basis

Shawnee Expo Center / SC&CDA
Statement of Assets, Liab., & Equity
As of October 31, 2017

	Oct 31, 17
Long Term Liabilities	
N/P - Arvest Sweeper	18,762.46
Total Long Term Liabilities	18,762.46
Total Liabilities	19,022.87
Equity	
County Money for Improvements	678,651.00
Fund Balance	
Restricted	4,328,238.54
Total Fund Balance	4,328,238.54
Retained Earnings	-555,080.01
Net Income	8,047.04
Total Equity	4,459,856.57
TOTAL LIABILITIES & EQUITY	4,478,879.44

Shawnee Expo Center / SC&CDA
Statement of Revenue & Expenses
One Month and Ten Months Ended, October 31, 2017

	Oct 17	Jan - Oct 17
Ordinary Income/Expense		
Income		
credit	0.00	2,443.68
Additional Charges	1,682.00	53,857.30
Arena's	1,540.00	1,625.00
Booth Income	0.00	875.00
Clean Up Fee	400.00	900.00
Concession Commission	0.00	5,828.57
Concession/Catering Income	3,682.00	15,133.15
Conference Center	990.00	38,698.00
Discounts	0.00	-5,301.24
Fred Humphrey Pavilion	5,775.00	53,057.00
Grandstand	770.00	10,640.00
Interest Income	68.39	623.13
Laundry Commission	0.00	540.60
Otto Krause Building	950.00	16,437.50
Rodeo Income		
Pink Night	0.00	897.25
Service Fees	0.00	33,880.00
Photography Fees	0.00	22,275.00
Softgoods	0.00	1,809.75
Practice Pen	0.00	3,816.75
Booth Rental	0.00	34,500.00
Camping	0.00	120,500.00
Concession	0.00	2,940.52
Entry Fees	0.00	241,308.00
Hay/Shavings/lce	0.00	9,381.00
IFYR Income	0.00	0.00
Programs	0.00	5,932.00
Sponsorship	0.00	105,522.50
Stall Rental	0.00	160,950.00
Ticket Sales	2,500.00	59,261.00
Total Rodeo Income	2,500.00	802,973.77
RV Spaces	35,149.00	117,310.51
Shavings	0.00	30,562.00
Sponsorship Income	0.00	5,000.00
Uncategorized Income	24,856.65	24,856.65
Total Income	78,363.04	1,176,060.62
Expense		
Accounting	862.50	11,704.81
Advertising	0.00	3,775.00
Marketing	2,333.00	38,572.73
Bank Charges	33.14	400.53
Contract Labor	2,023.68	41,366.84
Credit Card Discounts	268.46	1,966.09
Dues	0.00	2,411.00
Equipment		
Office	0.00	388.00
Total Equipment	0.00	388.00
Equipment Rental	0.00	552.60
Fuel/Deisel	1,110.67	8,430.10
impact study	15,224.00	15,224.00
Insurance	0.00	8,246.25
Interest - Loan	625.11	8,220.21
Legal	200.00	2,640.00

Shawnee Expo Center / SC&CDA
Statement of Revenue & Expenses
One Month and Ten Months Ended, October 31, 2017

	Oct 17	Jan - Oct 17
Maintenance		
Bldg & Grounds	6,409.38	50,621.36
Computer	734.00	20,453.93
Equipment	3,975.52	22,742.74
Vehicle	0.00	10,968.18
Maintenance - Other	2,312.52	4,168.24
Total Maintenance	13,431.42	108,954.45
Meals	0.00	875.00
Memberhip Fees	0.00	300.00
Office Expense	0.00	14,334.34
Postage	153.00	612.00
Refund	0.00	400.00
Return Check	0.00	272.50
Rodeo Expense		
Meals/Food	0.00	1,761.99
Computer	0.00	1,363.98
Credit Card Fees	651.30	25,300.26
Photography	0.00	22,619.31
Softgoods	0.00	8,879.00
Ice	0.00	3,180.00
Advertising	630.00	24,310.19
Awards	3,780.00	36,762.10
Concession	0.00	2,692.50
Equipment Rental	0.00	28,970.50
Feed/Hay	0.00	4,712.00
IFYR Payoffs	420.00	237,902.15
Maintenance - Building & Ground	900.00	31,412.84
Maintenance - Office Equipment	0.00	748.00
Mileage	0.00	13.75
Permits Pd to IFYR	0.00	26,395.00
Personnel	0.00	66,500.00
Printing	0.00	327.00
Refund	0.00	9,850.00
Refunds	0.00	700.00
Security	0.00	22,726.25
Stock	0.00	81,060.00
Supplies - Building & Ground	0.00	2,278.47
Supplies - Office	46.45	2,360.56
Shavings & Bedding	0.00	8,510.00
Tax & Surcharge	0.00	26,142.20
Temporary Labor	0.00	33,114.63
Utilities	0.00	30,550.01
Youth Director	400.00	3,724.94
Total Rodeo Expense	6,827.75	744,867.63
Shavings & Bedding	7,740.00	31,293.16
Supplies - Other	0.00	11,682.96
Taxes-Other	91.68	9,237.21
Telephone	927.92	10,082.32
Utility		
Electric	22,432.77	130,512.06
Gas	1,438.60	33,915.53
Water	2,457.77	5,874.49
Utility - Other	0.00	-5,068.23
Total Utility	26,329.14	165,233.85
Total Expense	78,181.47	1,242,043.58
Net Ordinary Income	181.57	-65,982.96

Shawnee Expo Center / SC&CDA
Statement of Revenue & Expenses
 One Month and Ten Months Ended, October 31, 2017

	Oct 17	Jan - Oct 17
Other Income/Expense		
Other Income		
City Contribution -SEDF	15,000.00	55,000.00
City - Capital Money	19,030.00	19,030.00
City Contributions	33,688.73	383,721.75
Total Other Income	67,718.73	457,751.75
Other Expense		
Fringe Benefits		
Health Insurance	2,167.84	29,995.42
Life Insurance	32.46	1,110.99
Retirement	1,067.72	17,011.60
Worker Compensaton Insurance	1,101.61	10,306.07
Total Fringe Benefits	4,369.63	58,424.08
General Insurance	0.00	34,481.00
Miscellaneous	0.00	5,155.46
Payroll Taxes	1,320.19	18,325.65
Salaries	18,333.29	247,690.45
Temp Labor	9,665.62	19,645.11
Total Other Expense	33,688.73	383,721.75
Net Other Income	34,030.00	74,030.00
Net Income	34,211.57	8,047.04

GENERAL CLAIMS:

A.	EXPRESS PROFESSIONALS EMPLOYMENT	\$2,792.26
B.	AT&T MOBILITY	\$54.81
C.	METROPOLITAN TELECOMMUNICATIONS	\$1,707.82
D.	FRESH FILTERED AIR, INC.	\$735.00
E.	EXPRESS PROFESSIONALS EMPLOYMENT	\$564.40
F.	HUNZICKER BROTHERS	\$710.00
G.	OSI ENVIRONMENTAL, INC	\$2,500.00
H.	PERSONAL PLUMBING	\$526.50
I.	SHERMAN-WILLIAMS	\$150.00
J.	FIRST UNITED BANK	\$445.87
K.	INTEGRATED NETWORK SOLUTIONS, LLC	\$734.00
L.	STUART & CLOVER	\$500.00
M.	OKLAHOMA NATURAL GAS	\$103.07
N.	OKLAHOMA NATURAL GAS	\$101.32
O.	OKLAHOMA NATURAL GAS	\$94.91
P.	OKLAHOMA NATURAL GAS	\$201.55
Q.	OKLAHOMA NATURAL GAS	\$89.07
R.	OKLAHOMA NATURAL GAS	\$370.11
S.	FUELMAN	\$949.69
T.	YORT'S	\$91.00
U.	SHAWNEE OFFICE SYSTEMS	\$129.04
V.	ARMSTRONG TERMITE & PEST CONTROL	\$150.00
W.	FINLEY & COOK	\$230.00
X.	SHAWNEE MUNICIPAL AUTHORITY	\$660.19
Y.	TENNANT	\$929.25
Z.	LOWE'S	\$45.52
AA.	FIRST UNITED BANK	\$209.25
BB.	NAPA	\$202.48
CC.	BROOKS INDUSTRIES	\$501.23
DD.	EXPRESS PROFESSIONALS EMPLOYMENT	\$975.95
EE.	OK TAX COMMISSION	\$3,538.81
FF.	VANN & ASSOCIATES	\$1,166.50
GG.	CHUCK JONES	\$750.00
HH.	ASK ABOUT WINDOWS	\$216.00
II.	SPARKS HEAT & AIR	\$882.25
JJ.	JOHN DEERE FINANCIAL	\$522.85
KK.	INTEGRATED NETWORK SOLUTIONS	\$734.00
LL.	EXPRESS PROFESSIONALS EMPLOYMENT	\$619.84
MM.	CONSTELLATION	\$87.69

SPECIAL CLAIMS:

A.	INTERNATIONAL PRO RODEO ASSOCIATION	\$2,405.00
B.	VANN & ASSOCIATES	\$1,166.50

SHAVINGS CLAIMS:

A.	XYLO OF OKLAHOMA	\$3960.00
B.	XYLO OF OKLAHOMA	\$5998.00
C.	BRANDON BUTLER	\$300.00
D.	OTC	\$56.50

ADD ONS

GENERAL CLAIMS:

A.	BUFORD WHITE'S	\$15.96
B.	MARSH ELECTRIC, LLC	\$2,082.75
C.	OG&E	\$23,750.82
D.	OMAG	\$2,725.50
E.	STAPLES	\$62.57
F.	ARVEST	\$625.11
G.	AT&T	\$356.14

SPECIAL CLAIMS:

A.	REACT	\$2,750.00
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OF OKLAHOMA
EXPOSITION CENTER
Shawnee, Oklahoma

1700 W. Independence
P.O. Box 1466
Shawnee, Oklahoma 74802
(405) 275-7020 | ShawneeExpo.org

SC & CDA 2018 Regular Meeting Schedule

Heart of Oklahoma Expo Center – 12:30PM

January 18, 2018

February 15, 2018

March 15, 2018

April 19, 2018

May 17, 2018

June 21, 2018

July – No Meeting

August 16, 2018

September 20, 2018

October 18, 2018

November 15, 2018

December 20, 2018



V&A

VANN & ASSOCIATES | PR + MARKETING

AGREEMENT

2018 Service Contract for:
International Finals Youth Rodeo &
Heart of Oklahoma Exposition Center

DELIVERABLES

The following are the areas in which our scope of services will include. Any of these areas shall be utilized for best results achieved within the time allotted in this agreement.

Public Relations

Vann & Associates will work with IFYR leadership to develop an aggressive public relations strategy increasing the notoriety of the event not only to local, statewide and regional media outlets, but also to national trade publications and other members of the media interested in rodeo events. Our team will also work to build awareness for the Expo through a comprehensive media relations plan to increase the facility's local, state and national notoriety.

Marketing

Vann & Associates will give direction in the execution of the master marketing plan for the IFYR and Shawnee Expo through unique and creative marketing opportunities. This may include contests, giveaways, community involvement and other tools to build awareness of the IFYR and Expo.

Graphic Design

We will create a stunning visual image for the IFYR and Expo in advertisements, promotional materials, online materials and other needed visual communication tools. We will work with the current IFYR and Expo brands, once again showcasing their heritage while appealing to a new generation of potential consumers.

Digital Marketing (Social Media and Website Content Management)

Vann & Associates will develop and execute a digital marketing plan including social media posts on the current Expo Facebook as well as monitoring and directing the IFYR Instagram account. We will continue to develop the IFYR Facebook and Twitter accounts. We will then parlay those efforts to driving more traffic to the IFYR website prior to, during and after the event. We will do the same for the Expo to ensure a long-lasting, positive impression of both the event and venue.

On-site Event Media Relations

During the IFYR event, Vann & Associates will deploy a team to manage the media center, work with media outlets to arrange interviews, highlight events and showcase the IFYR. We will also work with IFYR staff to update the appropriate social media accounts and IFYR website to ensure accurate and timely information is delivered to the public.

Mass Media Counseling

Vann & Associates provides mass media counseling allowing you the peace-of-mind knowing the valuable dollars spent on advertising were well placed. We receive no compensation from advertisers or media organizations. We want you to make the best purchase without the clouded judgment of buyers and brokers. Our staff will assist in identifying the correct demographic, work to develop an innovative and effective advertising schedule and place the approved ads.

Heart of Oklahoma Expo Event Recruiting

Vann & Associates will continuously identify, search, recruit and present new opportunities for potential consumers of the Heart of Oklahoma Exposition Center. Our team will market the Expo as an attractive venue for tradeshow, car shows, retail and special events and other opportunities which we believe are a good fit for the location.

MEASUREABLES

Within the scope of our agreement with the IFYR and Heart of Oklahoma Exposition Center, Vann & Associates will provide the following measured results over the next 12 months:

- Vann & Associates will provide 15 hours per month of services within the scope of work detailed in this agreement.
- Writing and distribution of appropriate IFYR press releases, media advisories, pitches to Oklahoma and contestants' hometown publications.
- Writing and distribution of appropriate press releases, media advisories, pitches to local, state and regional media outlets showcasing the Expo Center.
- Execute and revise Expo and IFYR marketing and communications plan for 2018-2019.
- Increase the IFYR social media "Likes/Followers" by 10 percent (per channel) over the period of the agreement.
- Increase the Heart of Exposition Center social media "Likes" by 10 percent (per channel) over the period of the agreement.
- Vann & Associates will design the official poster, media kits, program, tradeshow information/sales prospectus, numerous forms and all ads. Our team will not be selling ads.

COMPENSATION

Monthly on-going services:

In order to perform the service described within this agreement, Vann & Associates will provide 15 hours of service per month. For our work, Vann & Associates shall be compensated \$1,750 per month.

This monthly service fee is due no later than the first day of each month. An invoice will be sent no later than 15 days prior to the service fee due date. The first payment shall be due upon the signature of this agreement.

On-site event services:

During the 2018 IFYR event, our team will be on-site during the entire week. This will ensure continuity and control of event messaging as well as media exposure. For these services, Vann & Associates will receive project compensation of \$7,500.00.

This payment can be made either:

One lump sum payment of \$7,500.00 no later than July 1, 2018.

_____ *By initialling, I understand I am choosing this method of payment and the terms which apply.*

A series of twelve (12) equal payments of \$625.00 by the first of each month in addition to the monthly service fee. By intialing this option, I agree that if for any reason the contract is either cancelled or I as the client default on payment, the remaining difference between amount paid prior to shall be due immediately.

_____ *By initialling, I understand I am choosing this method of payment and the terms which apply.*

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 of 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 "measureables" 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 both the International Finals Youth Rodeo and the Heart of Oklahoma Exposition Center. This 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 into a relationship. Vann & Associates reserves the right to refuse any agency, firm and/or individual for any reason.

Past Due Payments

Payments are due no later than the first day of every 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.

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 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.

Length of this agreement

This agreement is for a term of twelve (12) months beginning on January 1, 2018 and ending on December 31, 2018. 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, Pottawatomie County District Courts. In the event a suit is instituted, the prevailing Party shall have the right to recover all of 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

October 16, 2017

DATE SIGNED

CHRIS DUNLAP | ASSISTANT DIRECTOR
IFYR & HEART OF OKLAHOMA EXPOSITION CENTER

DATE SIGNED



2017 MEDIA AND COMMUNICATIONS OVERVIEW HEART OF OKLAHOMA EXPOSITION CENTER INTERNATIONAL FINALS YOUTH RODEO

OVERVIEW

The 2017 media and communications overview for the Heart of Oklahoma Exposition Center and International Finals Youth Rodeo is a summary of work completed and measurables attained through Vann & Associates work over the past year. This report and our experiences throughout the past four years have also enabled us to add some suggestions in moving forward with 2018-2019 communication and marketing tactics to take both the Expo Center and IFYR to the next level.

SERVICES- EXPO

- Ongoing public relations strategy development and media relations including, but not limited to, press release and feature story writing, media pitches and follow-ups, photos, etc.
- Ongoing marketing strategy consulting and development including ideas for event recruiting.
- Ongoing mass media and advertising counseling and placement.
- Graphic design services including any advertising design, marketing material design, social media graphics, e-newsletter graphics etc.
- Event and property photography.
- Website management and content updates.
- Creation, including article writing, graphic design and photography, and distribution for monthly e-newsletter, The Expo Express.
- Ongoing social media management for the Expo Center's Facebook page including posting relevant content and photos, promoting events, creating campaigns and special offers, promoting the Expo Center and responding to questions, comments and reviews in a proper and timely manner.

SERVICES- IFYR

- Ongoing public relations strategy development and media relations including, but not limited to, press release and feature story writing, media pitches and follow-ups, creation of media materials including press kits, photos, etc., including on-site services during rodeo week.
- Ongoing mass media and advertising counseling and placement.
- Graphic design services including any advertising design, marketing material design, social media graphics, etc.
- Website management and content updates.
- Creation, including article writing, graphic design and photography, and distribution for monthly/bi-monthly e-newsletter and various special e-newsletters such as nightly during rodeo week.



- Ongoing social media management for the IFYR's Facebook, Twitter and Instagram accounts including posting relevant content and photos, creating ongoing campaigns, hosting contests or giveaways, promoting the IFYR and responding to questions, comments and reviews in a proper and timely manner.

MEASURABLES SET FOR 2016-2017

- Vann & Associates will provide 15 hours per month of services within the scope of work above. ✓ — Av. 38 hrs (2x)
- Writing and distribution of appropriate press releases, media advisories, pitches to local, state and regional media outlets showcasing the Expo Center. ✓
- Writing and distribution of appropriate IFYR press releases, media advisories, invitations and pitches to local, state, regional and national/international media outlets. ✓
- Revise and execute Expo Center and IFYR marketing and communications plan for 2017-2018. ✓
- Increase the IFYR social media "Likes/Favorites" by 10 percent (per channel) over the period of the agreement. ✓
- Increase the Expo Center social media "Likes/Favorites" by 10 percent (per channel) over the period of the agreement. ✓
- Vann & Associates will produce a sponsorship packet to entice new and potential IFYR sponsors to participate and/or increase their sponsorship. ✓
- Provide on-site services during the week of IFYR. ✓

ADDED VALUE MEASURABLES FOR 2016-2017 PROVIDED BY V&A

- Assisted in Expo Center sponsorship campaign to sell barn banners by creating a professional letter and commitment form, Promoted the offerings through digital marketing avenues.
- Created and launched a new IFYR website that is more mobile friendly, user friendly and updated at no cost to the IFYR. *This is a \$5,000 value.*
- Created a professional IFYR sponsorship prospectus with additional revenue opportunities and streamlined sponsorship offerings.
- Created a professional IFYR tradeshow vendor prospectus and commitment form.
- Created a professional food vendor prospectus and commitment form.
- Researched prior relationships and expenditures for the IFYR program. Brought the process in-house with IFYR staff commitment to ad sales rather than third party to create long-lasting relationships. V&A coordinated the entire program from writing all program content and statistics, design work, gathering ads and ad design when necessary, printing quotes and the printing process. *This move saved the IFYR \$8,200 in graphic design, content writing and printing fees, plus the IFYR kept all ad sales revenue rather than the third-party profiting the funds.* In addition, this is a step toward stronger relationship building with new and long-standing sponsors and supporters.
- V&A utilized strategic partnerships to obtain a citation from the Governor's office for the IFYR and book the Lt. Governor for the event.



SUCCESSES AND HIGHLIGHTS FOR 2016-2017- EXPO CENTER

- Revised and updated a three-phase marketing plan for the Expo Center that identifies target audiences, suggested marketing tools, suggested advertising routes and phases in which to execute the plan to be budget-friendly.
- Identified an updated list of potential tradeshow for Expo Center staff to attend/exhibit in the next year in Oklahoma, Texas, Kansas and Arkansas to promote the Center and recruit RV groups, events and visitors.
- Ongoing updates to a list of events, conferences, groups and businesses for target marketing of the Expo Center.
- Created an on-going media relations calendar/public relations pipeline highlighting the Expo Center and its events. This resulted in:
 - 25 media placements in print/digital publications
 - Distribution of 14 press releases and/or feature stories
- Created and implemented a monthly event planner survey starting in March 2017.
 - Survey has a 60% open rate and 17% completion rate.
- Implemented monthly Expo Center RV park special offers and event booking coupons through digital media. Promoted on the website, e-newsletter and social media.
- Updated photography of Expo Center grounds and events for marketing purposes.
- Ongoing mass media and advertising counseling and placement and graphic design for 4 Expo Center stand-alone ads and 3 additional Expo Center/IFYR combination ads.
- Created a new Expo Center panel brochure as listed in phase 1-2 of marketing plan.
- Moved forward with monthly e-newsletter, The Express.
 - E-newsletter has an 18% open rate and 6% click rate (nearly 3 times higher than industry average.)
- Social media results:
 - Facebook November 2016: 3,034 Likes
 - Facebook November 2017: 3,555 Likes
 - 17.2% increase, all organic and unpaid

SUCCESSES AND HIGHLIGHTS FOR 2016-2017- IFYR

- Created a multi-faceted media and communications plan for the 2017 IFYR that included media relations, digital communications and advertising.
- Created and launched a new IFYR website that is more mobile friendly, user friendly and updated at no cost to the IFYR. This is a \$5,000 value.
- Created the 25th anniversary design 'theme' and implemented through all avenues to strengthen the IFYR brand.
- Researched prior relationships and expenditures for the IFYR program. Brought the process in-house with IFYR staff commitment to ad sales rather than third party to create long-lasting relationships. V&A coordinated the entire program from writing all program content and statistics, design work, gathering ads and ad design when necessary, printing quotes and the printing process. This move saved the IFYR \$8,200 in graphic design, content writing and printing fees, plus the IFYR kept all ad sales revenue rather than the third-party profiting the funds. In addition, this is a step toward stronger relationship building with new and long-standing sponsors and supporters.
- Streamlined sponsorship offerings and coupled with program advertising opportunities. Also added the feather banner promotion to better involve the Shawnee community and boost local awareness. Created a host of materials to boost fundraising process including:



- Created an IFYR sponsorship prospectus with a commitment form.
 - Created an IFYR tradeshow vendor prospectus with a commitment form.
 - Created an IFYR food vendor prospectus with a commitment form.
- Ongoing mass media and advertising counseling and placement and graphic design for 13 stand-alone IFYR print ad placements and 3 Expo Center/IFYR combination ads. Placed electronic and radio advertisements and live remotes, providing script writing and talking points to outlets.
- Provided on-going and on-site media relations including:
 - Created and distributed media kits to 23 regional media outlets.
 - Created and distributed more than 295 press releases to contestant hometown newspapers prior to the IFYR starting coupled with images.
 - Created and distributed a series of press releases on a variety of topics including call for entries, last call for entries, general event awareness, Cinch contestant scholarships, Pink Night, tickets on sale, IFYR champions and more to media outlets nationwide.
 - Prepared all content, gathered statistics and images and sent to the Shawnee News-Star for them to create their IFYR Preview publication and distributed to FloRodeo vendor for coordinated marketing efforts.
 - Sent digital media invitations and media advisories to nationwide media for IFYR inviting them to the event and offering exclusive online media area access.
 - Made multiple, daily updates to IFYR website media area including stories, photos and videos and to IFYR website for scores, draws, news and updates during rodeo week and throughout the year as needed.
 - Distributed photos, feature stories, press releases and results after each rodeo performance daily to more than 600 media outlets.
 - Took photos and video at the 2017 IFYR for marketing purposes.

Efforts resulted in:

- *15 different media outlets attending the rodeo throughout the week.*
 - *Daily radio interviews and three pieces of television coverage.*
 - *IFYR was the subject of more than 200 print/digital stories including publications from at least 15 states.*
 - *130 media inquiries ranging from photo and result requests to questions and interview coordination.*
- Designed event materials including:
 - Poster
 - Commemorative T-shirt
 - Sponsorship, tradeshow vendor and food vendor prospectus pieces
 - Program
 - Feather banners and feather banner flyer/sales materials
 - Hall of Fame event invitations
 - Sponsor event save the date mailer and invitations
 - Volunteer event invitations
 - Media kits and invitations
 - Social media, website and e-newsletter graphics
 - Advertisements



- Created and distributed an Expo Center/IFYR attendee survey sent in September 2017.
 - *Survey had a 26% open rate and 7.5% completion rate.*
- Moved forward with monthly/bi-monthly e-newsletters as well as nightly e-newsletters during rodeo week.
 - *E-newsletter has an 34% open rate and 20% click rate*
- Social media results:
 - Facebook November 2016: 6,741 Likes
Facebook November 2017: 8,348 Likes
23.8% increase, all organic and unpaid
 - Twitter November 2016: 1,449
Twitter November 2017: 1,888
30.3% increase, all organic and unpaid
 - Instagram November 2016: 3,958
Instagram November 2017: 5,092
28.7% increase, all organic and unpaid

MOVING FORWARD

- In order to execute Expo Center marketing strategies outside of the website, e-mail marketing and social media components, a set budget must be put into place. This allows V&A to offer sound advice in which ideas to execute at waypoints during the year as well as provide advertising and marketing options to best fit that budget. Especially with the Expo Center's upgrades, this is a vital time to re-introduce offerings to past and potential event planners. The same goes for the 26th annual IFYR. An up-front budget allows for better planning and promotion strategies.
- We must continue to build a local coalition around the importance of both the Expo Center and the IFYR. In the future, a question maybe posed to the people of Shawnee and it is imperative this coalition is built and function well before that event occurs.
- Efforts must be made to marketing outside the city limits of Shawnee. New money is found across the state and within the region. Now that improvements have been made with more to come, the Expo offers advantages over several competitors.
- *The Expo Center must market effectively on all levels. This means firing on all cylinders. Working with local entities such as the chamber, the city and VSI are important, but the Expo Center must also attend tradeshow, generate leads and focus on delivering a clear message without the clutter of other attractions and destinations within Shawnee.*