



AGENDA
LAWTON YOUTH SPORTS TRUST AUTHORITY
REGULAR MEETING
LAWTON CITY HALL- 212 SW 9th STREET, LAWTON, OKLAHOMA
3rd FLOOR CONFERENCE ROOM
THURSDAY, NOVEMBER 9, 2023– 2:00PM

I. CALL TO ORDER/ ROLL CALL

Chairman Henry called the meeting to order at 2:00 PM in the third floor conference room of City Hall. Notice of meeting and agenda were posted on the City Hall notice board as required by law.

PRESENT: Steve Coleman, Kelly Harris, Brian Henry, Albert Johnson, Hossein Moini, Carey Monroe*, Mike Cowan, Krista Ratliff, Randy Warren

ABSENT: None

ALSO PRESENT: Tammy Branstetter, Sr Deputy City Clerk; Larry Parks, Parks & Recreation; Greg Gibson, City Attorney's Office; Kim McConnell, Lawton Constitution; Eric Swanson, Southwest Ledger; Matt Elliott, Eastern Sports Management (ESM)

*arrived at 2:03 PM

II. REPORTS:

A. Programs Committee- Receive a report from Moini regarding the activities of the Program Committee.

Moini advised there is nothing to report at this time.

B. Facilities Committee- Receive a report from Chairman Henry regarding the activities of the Facilities Committee.

Chairman Henry said he's had initial discussions with Cameron University regarding the possibility of running a swim program at the University's recreation center. Cameron has expressed interest in hosting this program. Chairman Henry said he will be meeting with President McArthur, Cameron University, and John Wack, ESM, in the near future to further discuss this program.

C. Parks & Recreation- Receive a report from the City of Lawton Parks & Rec Division.

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Chairman Henry introduced the City of Lawton's new Parks & Recreation Director, Larry Parks.

Parks said he is happy to be here, and he is looking forward to working with the Authority. He encouraged the Authority to reach out to him if they need anything on behalf of the Parks & Rec department.

Chairman Henry noted that the Parks & Recreation Commission has asked for an update from the Authority. Chairman Henry said he and Matt Elliott, ESM, will be presenting this update to the Commission at their upcoming meeting on Monday.

D. Eastern Sports Management- Receive a report from Eastern Sports Management.

Elliott said total participation in fall youth sports is up 70% from last year. He said most of this increase was in tackle football, which increased from 119 participants last year to 332 participants this year. Youth volleyball is up by 10 participants. Elliott said this was the first year ESM offered coach pitch baseball in the fall. He said there were 53 participants, which comprised four teams. Overall, participation has increased from 403 total participants last year to 688 participants this year.

Monroe asked if a participant is counted more than once if they play several sports.

Elliott said yes – a participant is counted once for each sport they play, which means in some instances they are counted multiple times. However, Elliott said they've not seen a lot of cross over into other sports amongst participants.

Elliott said they're hoping to increase the age of participants in baseball.

Elliott noted that they did not receive enough participation in softball to run this program. He said they needed four teams, but from the number of participants that registered they were only able to form three teams. Elliott said this was also the case for the older youth baseball leagues. Unfortunately, they were unable to secure enough teams to run the 10U and 12U league.

Elliott noted that he continues to receive positive feedback from the community regarding Play Lawton programming. He said ESM is interested in offering cheer in the future. Elliott said while this is not necessarily his area of expertise, he has connections that can help him get this program underway.

Monroe asked what type of marketing ESM is doing. She said her children attend Woodland Hills Elementary, and the school sends out flyers to parents regarding

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upcoming sports opportunities for students. She asked how ESM is getting the word out to parents regarding programs offered through Play Lawton.

Elliott said their marketing team handles this sort of advertising. He is not 100% certain what their strategy is. However, he noted that much of the communication is done through emails and social media.

Monroe said she has yet to see any advertising being done for Play Lawton. She said there have been no flyers sent home with students, and she's not seen anything advertised on social media either. Monroe said this is a little concerning.

Elliott said the registration numbers are up in certain areas, so the advertising must be reaching some people. However, he agrees that additional marketing techniques should be explored.

Monroe suggested asking businesses if they'd be willing to hang a Play Lawton flyer in their window(s).

Elliott said ESM had been working with Lawton Spark, a collective of softball families/teams within the Lawton community, to copartner for a youth softball tournament for Lawton. However, they had to cancel the tournament due to participants dropping out. Elliott noted that while the tournament could not take place, it was a learning experience in copartnership with Lawton Spark.

Monroe said she's been told the initial response given to Lawton Spark from ESM when approached about the possibility of this copartnership was that ESM did not want to participate because it wouldn't be a big enough tournament. Monroe asked why Play Lawton wasn't supportive from the start of things.

Elliott said he has never made that statement or said anything to that effect. However, he did say that ESM got a late start when it came to planning for the tournament. He said perhaps this is why Lawton Spark got that impression. Elliott emphasized that he is well aware all tournaments will be small at first.

Elliott said the Comanche County Memorial Hospital has donated three AED's, external mounting boxes and other various first aid equipment to Play Lawton. Once this equipment is installed, Elliott said ESM will make an announcement on social media.

E. Finance Report – Consider approving the Treasurer Report from Hatch, Croke, and Associates as well as corresponding financial statement(s) from Eastern Sports Management.

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Treasurer Ratliff presented financial statements and reports from Hatch, Croke, and Associates and Eastern Sports Management for the period of July 2023 – September 2023. A copy of these statements and reports may be obtained from the City Clerk's office upon request.

Ratliff noted there was a decrease in revenue from July – September 2023 due to this being the off season for sports programs.

Ratliff said there has been an increase in expenditures for field and ground maintenance, which was to be expected.

Chairman Henry said a portion of this increase was due to an invoice from a FY 22-23 work order being paid out of the current fiscal year (FY 23-24).

Motion by Harris, Second by Warren, to approve the financial statements and reports from Hatch, Croke, and Associates and Eastern Sports Management for the time period of July 2023 – September 2023 as presented. **AYE:**, Moini, Monroe, Henry, Harris, Cowan, Ratliff, Warren, Coleman, Johnson. **NAY:** None. ***Motion Passed.***

III. BUSINESS ITEMS:

- A. Consider approving the minutes of the September 14th and September 22nd, 2023 meetings.**

Motion by Moini, Second by Harris, to approve the minutes of the September 14th and September 22nd, 2023 meetings. **AYE:** Moini, Monroe, Henry, Harris, Cowan, Ratliff, Warren, Coleman, Johnson. **NAY:** None. ***Motion Passed.***

- B. Consider approving the Annual Meeting Notice for 2024.**

Motion by Johnson, Second by Cowan, to approve the Annual Meeting Notice for 2024. **AYE:**, Moini, Henry, Harris, Cowan, Ratliff, Warren, Coleman, Johnson, Monroe. **NAY:** None. ***Motion Passed.***

IV. EXECUTIVE SESSION ITEMS:

- A. Pursuant to Section 307B.3, Title 25, Oklahoma Statutes, consider convening in executive session for the purpose of discussing the possible purchase of real property for use by the Lawton Youth Sports Authority, and if necessary, take appropriate action in open session.**

Motion by Ratliff, Second by Warren, to enter executive session. **AYE:** Moini, Monroe, Henry, Harris, Cowan, Ratliff, Warren, Coleman, Johnson. **NAY:** None. ***Motion Passed.***

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The Authority convened in executive session at 2:28 PM and reconvened in regular, open session at 2:59 PM. Roll call reflected all members present.

Motion by Warren, **Second** by Ratliff, to authorize the Chairman and Vice-Chairman to enter into negotiations with a prospective seller of real estate located within the City of Lawton and present final negotiated terms of potential purchase to the Authority. **AYE:** Moini, Monroe, Henry, Harris, Cowan, Ratliff, Warren, Coleman, Johnson. **NAY:** None. ***Motion Passed.***

V. ADJOURNMENT

Motion by Ratliff, **Second** by Coleman, to adjourn the November 9, 2023, meeting. **AYE:** Moini, Monroe, Henry, Harris, Cowan, Ratliff, Warren, Coleman, Johnson. **NAY:** None. ***Motion Passed.***

There will be no further business, the meeting adjourned at 3:00 PM.

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