

CONVENTION AND VISITOR ADVISORY BOARD MINUTES

December 15, 2014

The regular meeting of the Convention and Visitor Advisory Board was posted December 11, 2014 before 5:00 PM. The meeting was held December 15, 2014 at Guthrie City Hall.

Members Present: Debra Prather, Chair
Damon Devereaux
Justin Fortney
Scott Haas Absent
James Long
Stacy Staton
Trey Woods

Ex-officio Present: Trey Ayers Absent
Sharyl Padgett Absent

Also Present: Steven Karanda, Jarek Swekosky, Sereniah Breland, Cody Mosley

Call to Order. The meeting was called to order Monday, December 15, 2014 at 5:30 PM. Commission members were present and a quorum declared.

Public Comment. None.

Approval of Previous Minutes. A motion was made by Commissioner Staton and seconded by Commissioner Fortney to approve the November 17, 2014 minutes as submitted. All voted Aye.

Discussion and Action Item 1. Jarek Swekosky presented partnership opportunities with Livability.com and discussed how Livability.com focuses on bringing people to town. The contract would be for 3 years, at \$15,000 annually. Livability.com has experience in Google analytics based on partnerships with credible media outlets.

Commissioner Long asked if Livability.com could do an annual contract instead of a 3-year commitment, and asked staff to research other communities to find their take on return on investment for this partnership.

Commissioner Woods mentioned he was a fan of the proposal. Commissioner Staton pointed out the costs were actually lower than a billboard that does not attract near as many viewers.

The Board unanimously agreed to take no action.

Discussion and Action Item 2. A revised version of the budget was presented focusing on more modernized advertising efforts as requested in the previous meeting. The Board agreed the new budget looked good, and that the budget was being used efficiently.

Commissioner Staton asked why the Make Guthrie Weird sponsorship was so high. Staff and other commission members told her that sponsorship fees were due to the amount of events they hosted each year. There was no action.

Discussion and Action Item 3. Staff presented current social media strategies and platforms to the Board. Commissioner Devereaux and Commissioner Long recommended continuing current strategies. A decision was made to continue current strategies.

A motion was made by Commissioner Long and seconded by Commissioner Devereaux to continue current strategies. All voted Aye.

Discussion and Action Item 4. A billboard opportunity was made available at Pine and Noble. The Board reiterated comments from the last meeting that it was not interested in billboards at this time. The Board did not agree that the Convention and Visitor Advisory Board should use money on a billboard in town. A decision was made to deny the billboard opportunity.

A motion was made by Commissioner Staton and seconded by Commissioner Devereaux to deny the billboard opportunity located at Pine and Noble. All voted Aye.

Discussion and Action Item 5. Staff advised the Convention and Visitor Advisory Board that both January and February meetings fell on federal holidays where City Hall is closed. A decision was made to cancel the regularly scheduled January and February meetings, and hold a special meeting on February 9, 2015 at 5:30 PM in the third floor conference room at City Hall.

A motion was made by Commissioner Fortney and seconded by Commissioner Long to cancel the regularly scheduled January and February meetings, and hold a special meeting on February 9, 2015 at 5:30 PM at City Hall. All voted Aye.

Discussion and Action Item 6. Staff discussed identifying merchants in the downtown area who carry tourism information inside their stores with some type of window decal. The decal would be purchased with print and advertising budget and provided to downtown merchants in the coming weeks. A decision was made to provide decals identifying merchants in the downtown area who carry tourism information inside their stores.

A motion was made by Commissioner Devereaux and seconded by Commissioner Staton to purchase decals with print and advertising budget and provide downtown merchants with decals in the coming weeks.

Staff Comment. Cody Mosley sought opinions from the Board about pursuing RFP for an advertising group to handle advertising dollars outlined in the FY 2015 budget. Mosley then asked for a volunteer from the Board to join the RFP committee. Commissioner Staton volunteered to join the RFP committee.

Board Comment. None

Adjournment. The meeting adjourned at 7:20 PM.