

CONVENTION AND VISITOR ADVISORY BOARD MINUTES

February 9, 2015

The regular meeting of the Convention and Visitor Advisory Board was posted February 5, 2015 before 5:00 PM. The meeting was held February 9, 2015 at Guthrie City Hall.

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

Ex-officio Present: Trey Ayers Absent
Sharyl Padgett

Also Present: Evelyn Nephew, Price Purvis, H.C. Patel, Greg Coleman, Cody Mosley

Call to Order. The meeting was called to order Monday, February 9, 2015 at 5:31 PM. Commission members were present and a quorum declared.

Public Comments. None.

Approval of Previous Minutes. A motion was made by Commissioner Devereaux and seconded by Commissioner Fortney to approve the December 15, 2014 minutes as submitted. All voted Aye.

Discussion and Action Item 1. Commissioner Long and Commissioner Staton expressed concern that a three year commitment to Livability.com was too long. The Board thought that with an advertising firm and with the ability to work with Frontier Country Marketing Association, that Livability.com would split the identity too much. The Board requested Livability.com be considered in a future budget. A decision was made to deny a contract with Livability.com.

A motion was made by Commissioner Long and seconded by Commissioner Staton to deny a contract with Livability.com. All voted Aye.

Discussion Item 2. Frontier Country Marketing Association (FCMA) presented the Board with its cooperative buying power and organizational structure, as determined by the State. FCMA provides webstats and information on what taxes tourism brings into communities all over the state. FCMA services include providing booth space, cooperation with media blitz, and constant communication with advertising resources.

Discussion Item 3. Staff described the process of how interviews for the Advertising Request for Proposals (RFPs) were handled, and reported on how a decision was reached to move forward with a contract for advertising services for the Guthrie Convention and Visitor Bureau Advisory Board. The Board was very pleased to see the list of candidates that applied, and the history of the firms that scored highest during interviews.

Discussion Item 4. Staff was pleased to advise the Board of the following accomplishments during the first quarter:

- A \$7,500.00 check written in support of Make Guthrie Weird, with another check being written in the same amount to be distributed in April 2015 for a total of \$15,000.00 in support.
- Increased commitment to Lazy E resulting in expanded presence on the Lazy E website
- Completing the Request for Proposals for advertising services
- A \$2,000.00 sponsorship to 89ers Celebration
- Announcement of Queen of the Prairie
- Budgeted for modernized advertising efforts
- Pledged support for ensuring community events

Commissioner Prather also noted the accomplishment of creating a display sticker for merchants offering tourism information.

Discussion Item 5. Staff advised the Convention and Visitor Advisory Board that Commissioner Woods came up with the idea of utilizing a local source to increase the City's social media presence on Instagram, a source dedicated to tourism. The local source is a citizen with approximately 28,000 followers on Instagram who has been recognized by Instagram Corporate for his photos, and who also has a dedicated following that has grown organically. Commissioner Woods thought it might be a strategic partnership for this specific citizen to manage a social media account for the Convention and Visitor Advisor Board.

The Board seemed to agree this would be something worth looking into, and encouraged staff to move forward with this idea quickly.

Discussion Item 6. Staff advised the Board it reached out to the Guthrie Chamber of Commerce to arrange a meeting to answer questions. Unfortunately, a meeting time was not mutually agreed upon, and staff was presented answers to a list of questions by the former Chamber of Commerce Chairman. Staff reported it is encouraged about partnering with the Chamber and with rebuilding its relationship with the Chamber in the immediate future. Commissioner Prather suggested staff meet face-to-face with the Chamber, since we all want the same goals for Guthrie.

Staff Comments. Staff thanked the Convention and Visitor Bureau Advisory Board for its leadership and transition through the first quarter, and encouraged the Board to be proud of accomplishments made through its leadership.

Board Comments. Commissioner Padgett echoed staff remarks, and was excited to have such passionate members on the Board.

Adjournment. The meeting adjourned at 6:50 PM.