

## CONVENTION AND VISITOR ADVISORY BOARD MINUTES

March 16, 2015

The regular meeting of the Convention and Visitor Advisory Board was posted March 12, 2015 before 5:00 PM. The meeting was held March 16, 2015 at Guthrie City Hall.

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

Ex-officio Present: Trey Ayers Absent  
Sharyl Padgett

Also Present: Nick Archibald, Steve Gentling, H. C. Patel, Cody Mosley

**Call to Order.** The meeting was called to order on Monday, March 16, 2015 at 5:30 PM. Commission members were present and a quorum declared.

**Public Comments.** None.

**Approval of Previous Minutes.** A motion was made by Commissioner Fortney and seconded by Commissioner Long to approve the February 9, 2015 minutes as submitted. All voted Aye.

**Discussion and Action Item 1.** Cody Mosley welcomed staff from Staplegun, the award recipients of the Request for Proposal. Nick Archibald spoke on accomplishments for the Staplegun team, and opened up with asking the Board what direction it wants to go moving forward.

The overall consensus was that the Board wants a fresh new branding/identity opportunity. The Board spoke about all the events and attractions Guthrie has to offer, and made note that strategy moving forward can incorporate the history of Guthrie, without it being the overall message.

Commissioner Long made note that a message needs to be shared with a broad geographic scope, not just targeting the Oklahoma City metro area. "The goal is to increase heads in beds, so that we have more money to spend on advertising next year," said Long.

Commissioner Haas noted the first Make Guthrie Weird block party as an example of the opportunities currently present for advertising to take advantage of.

Mr. Archibald of Staplegun noted that the tone of the meeting was driving toward using social media and using videos as a way to share the message with a large audience.

**Staff Comments.** Cody Mosley noted that staff received a letter from the 89ers Committee thanking the Convention and Visitor Bureau Advisory Board for its \$2,000 in support of the annual celebration.

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Mr. Mosley also noted that a contact was in place to start handling social media posting on the City's Instagram account.

**Board Comments.** None.

**Adjournment.** The meeting adjourned at 6:50 PM.

Cody Mosley, Community & Economic Development Director