

CONVENTION AND VISITOR ADVISORY BOARD MINUTES

April 20, 2015

The regular meeting of the Convention and Visitor Advisory Board was posted April 16, 2015 before 5:00 PM. The meeting was held April 20, 2015 at Guthrie City Hall.

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

Ex-officio Present: Trey Ayers
Sharyl Padgett

Also Present: Laurie Fuller, Gregory Coleman, Nick Archibald, Cody Mosley

Call to Order. The meeting was called to order on Monday, April 20, 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 Staton to approve the March 16, 2015 minutes as submitted. All voted Aye.

Discussion Item 1. Staplegun presented their ideas from the previous month in developing a logo and tagline for Guthrie tourism, moving forward. Commissioners discussed the strengths of all ideas including a focus on the current “weird” movement while also staying in tune with the need for an overall attractive piece to reach a broad audience. The tagline noting Guthrie’s music, location, and atmosphere was successfully presented. Branding, logo, and tagline guidelines will also be developed for introducing the new logo to the community in the coming weeks.

Discussion Item 2. Cody Mosley introduced Laurie Fuller, the Convention and Visitor Bureau Coordinator. The Board welcomed Ms. Fuller and extended offers to assist in different ways.

Discussion Item 3. Cody Mosley provided a brief update on Queen of the Prairie, and Commissioner Prather spoke about local rodeos interested in support from the Convention and Visitor Bureau Advisory Board.

Staff Comments. The City’s Instagram account added over 500 new followers with the new user added. The Oklahoma Municipal League Conference was a successful event, landing the only overnight stay meeting hosted this year. Lazy E and 89ers both sent thank you letters for events the Convention and Visitor Bureau Advisory helped sponsor.

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Board Comments. Commissioner Staton reported on the pending merger of the Oklahoma State Department of Commerce and the Oklahoma State Department of Tourism.

Adjournment. The meeting adjourned at 6:45 PM.

Cody Mosley, Community & Economic Development Director