

## CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES

December 21, 2015

The regular meeting of the Convention and Visitor Bureau Advisory Board was posted December 17, 2015 before 5:00 PM. The meeting was held December 21, 2015 at Guthrie City Hall.

Members Present: Debra Prather, Chair  
Greg Coleman  
Cathie Cordis  
Justin Fortney  
James Long  
Dan Newton  
Trey Woods

Ex-Officio Present: Steve Gentling Absent  
Sharyl Padgett

Also Present: Bruce Johnson, Cody Mosley

**Call to Order.** The meeting was called to order on Monday, December 21, 2015 at 5:30 PM. Board members were present and a quorum declared.

**Public Comments.** None.

**Approval of Previous Minutes from October 19, 2015.** A motion was made by Commissioner Long and seconded by Commissioner Woods to approve the minutes from October 19, 2015 as written. All voted Aye.

**Approval of Previous Minutes from November 16, 2015.** A motion was made by Commissioner Fortney and seconded by Commissioner Newton to approve the minutes from November 16, 2015 as written. All voted Aye.

**Discussion Item 1.** Discussion was held concerning an app for the Convention and Visitors Bureau. Cody Mosley presented the Board with findings from a similar Convention and Visitors Bureau who developed an app. The Board will hear more information on app possibilities during the next meeting, and will discuss further opportunities. Staff takeaways included enhancing the website as it currently stands and researching ad word possibilities. No action was taken.

**Discussion Item 2.** Discussion was held concerning sponsorship level support for tourism venues in town. A decision was made for staff to look into investing in local sponsorship opportunities. A motion was made by Commissioner Long and seconded by Commissioner Fortney to invest in local sponsorship opportunities. All voted Aye.

**Discussion Item 3.** Discussion was held concerning subcommittees. A decision was made to appoint Commissioner Cordis and Commissioner Newton to the Advertising subcommittee, and to appoint Commissioner Fortney to the Special Events subcommittee. The subcommittee rosters are: Advertising—Commissioners Prather, Cordis, and Newton. Special Events—Commissioners Fortney, Woods, and Long. A motion was made by Commissioner Long and seconded by Commissioner Newton to approve the subcommittee rosters as noted. All voted Aye.

**Discussion Item 4.** Discussion was held concerning advertising dollars. Cody Mosley presented data for advertising from August to December 2015. Territorial Christmas had 76,041 total reach with 4,714 website hits. Carousel ads contributed 347,657 reached with 11,409 website hits. Totals were 423,698 reached with 16,123 website hits. No action was taken.

**Future Discussion.** Commissioner Woods requested future discussion concerning Christmas lights. Commissioner Prather requested discussion of billboards and events.

**Staff Comments.** Laurie Fuller is currently working on compiling a list of special interest groups from Oklahoma and the region to contact concerning hosting annual events.

The January 2016 meeting is cancelled due to the Martin Luther King Junior holiday.

Cody Mosley will ask the Advertising subcommittee for a recommendation concerning the advertising contract for Staplegun, which will expire in Spring 2016, at the February meeting.

Ads are currently being built for the Timed Event Championship in partnership with the Lazy E Arena.

**Board Comments.** Commissioner Prather gave a special thank you to the committee and volunteers involved in the Territorial Christmas event. Commissioner Prather noted the event was a huge success and was valuable for local businesses.

**Adjournment.** The meeting adjourned at 6:48 PM.

Cody Mosely, Community & Economic Development Director