

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES

February 22, 2016

The regular meeting of the Convention and Visitor Bureau Advisory Board was posted February 19, 2016 before 5:00 PM. The meeting was held February 22, 2016 at Guthrie City Hall.

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

Ex-Officio Present: Steve Gentling
Sharyl Padgett

Also Present: Bruce Johnson, Cody Mosley, Laurie Fuller, Doug & Deb Wolek

Call to Order. The meeting was called to order on Monday, February 22, 2016 at 5:30 PM. Board members were present and a quorum declared.

Public Comments. Doug and Deb Wolek requested consideration of the grant application for the annual 89er event that was submitted for special event funding. Mr. Wolek spoke on the costs associated with running the event.

Approval of Minutes from December 21, 2015. A motion was made by Commissioner Long and seconded by Commissioner Newton to approve the December 21, 2015 minutes as written. All voted Aye.

Discussion Item 1. Discussion was held concerning the advertising contract. Cody Mosley noted that the Advertising Subcommittee made the recommendation not to pursue a contract extension for advertising services. A motion was made by Commissioner Long and seconded by Commissioner Cordis not to pursue a contract extension for advertising services. All voted Aye.

Discussion Item 2. Discussion was held concerning special event funding projects. Cody Mosley noted that the Special Event Subcommittee made the recommendation to fund three grant applications for upcoming events:

- A motion was made by Commissioner Long and seconded by Commissioner Coleman to reimburse the Wounded Warrior Rodeo application for up to \$2,000 in advertising costs upon receipt. All voted Aye.
- A motion was made by Commissioner Long and seconded by Commissioner Coleman to support the Annual '89er Day event for \$2,000 in advertising costs. All voted Aye.

- A motion was made by Commissioner Coleman and seconded by Commissioner Long to fund the Border Blast event for up to \$1,500, contingent upon the Guthrie CVB logo and host hotel being published on the front page of the website. All voted Aye.

Discussion Item 3. Discussion was held concerning support for local tourism drivers, and to invite The Arts in Guthrie to speak at a future meeting to discuss plans. A motion was made by Commissioner Long and seconded by Commissioner Newton to fund the following organizations at the Corporate Sponsorship level: '89er Day, Pollard Theatre, Territorial Sports Museum, Pharmacy Heritage Museum, Guthrie Arts Center, GuthrieAmerica, Logan County Historical Society (First Capital Trolley), Guthrie Art Escape, Territorial Christmas, and the Oklahoma International Bluegrass Festival. Commissioner Coleman abstained from voting. All others voted aye.

Discussion Item 4. Discussion was held concerning tourism study. City Manager, Bruce Johnson, gave a summary of a proposed tourism study to be conducted by Oklahoma State University regarding special events and tourism attractions in Guthrie to identify a targeted audience. No vote was necessary.

Discussion Item 5. Discussion was held concerning an advertising update. Cody Mosley shared that a full page advertisement was taken out in the February edition of Texas Monthly to promote the Timed Event championships at the Lazy E Arena as well as a calendar of events for 2016. Advertisements for upcoming issues of Arkansas and Missouri travel magazines are submitted and will run in early spring. Guthrie CVB was given a full page ad in the Little Britches Rodeo magazine to welcome contestants planning their trip in July. Staff is working on a convention piece to attract large groups for corporate events. The first edition of This Land Press for 2016 came out in January which broadcasted a full page ad for Downtown Guthrie.

Future Discussion. Mayor Gentling would like to discuss planning for future leadership at annual events.

Staff Comments. Laurie Fuller provided a list of events taking place in Guthrie that will draw overnight hotel stays until July 2016.

Board Comments. None.

Adjournment. The meeting adjourned at 6:58 PM.

Cody Mosely, Community & Economic Development Director