

**CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES**  
March 21, 2016

The regular meeting of the Convention and Visitor Bureau Advisory Board was posted March 17, 2016 before 5:00 PM. The meeting was held March 21, 2016 at Guthrie City Hall.

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

Ex-Officio Present:   Steve Gentling  
                          Sharyl Padgett

Also Present:         Cody Mosley, Laurie Fuller, Bruce Johnson, Lucy Swanson

**Call to Order.** The meeting was called to order on Monday, March 21, 2016 at 5:30 PM. Board members were present and a quorum declared.

**Public Comments.** None

**Approval of Previous Minutes.** A motion was made by Commissioner Long and seconded by Commissioner Coleman to approve the February 22, 2016 minutes as written. All voted Aye.

**Discussion Item 1.** Discussion was held concerning The Arts in Guthrie. Lucy Swanson presented what The Arts in Guthrie have been able to accomplish, and plans for moving forward. Ms. Swanson answered questions from the Board and hopes to work more with the Convention and Visitor Bureau Advisory Board moving forward.

**Discussion Item 2.** Discussion was held concerning the 89er Day grant application. A motion was made by Commissioner Long and seconded by Commissioner Newton to support the Annual 89er Day Event for \$2,000 in advertising costs. All voted Aye.

**Discussion Item 3.** Discussion was held concerning the Wounded Warrior grant application. A motion was made by Commissioner Long and seconded by Commissioner Cordis to reimburse the Wounded Warrior Rodeo application for up to \$2,000 of advertising costs upon receipt. All voted Aye.

**Discussion Item 4.** Discussion was held concerning the Border Blast grant application. A motion was made by Commissioner Newton and seconded by Commissioner Cordis to fund the Border Blast event for up to \$1,500 contingent upon the Guthrie Convention and Visitors Bureau logo and host hotel being published on the front page of the website. All voted Aye.

**Discussion Item 5.** Discussion was held concerning the National Little Britches Rodeo Association's fourth grant application. A motion was made by Commissioner Long and seconded by Commissioner Newton to fund this request for \$5,000. All voted Aye.

**Discussion Item 6.** Discussion was held concerning corporate sponsorships for tourism drivers. A motion was made by Commissioner Long and seconded by Commissioner Cordis to fund the tourism drivers as listed and as submitted, with the exception of The Arts in Guthrie. Corporate sponsorships are as listed:

- 89er Days - \$1,000
- Guthrie Art Center - \$0
- Guthrie Escape, Inc. - \$1,500
- Logan County Historical Society - \$100
- Oklahoma International Bluegrass Festival - \$2,500
- Oklahoma Pharmacy Heritage Foundation - \$150
- Oklahoma Sports Museum Association - \$2,000
- Pollard Theatre - \$3,500
- Territorial Christmas Foundation - \$499

**Discussion Item 7.** Discussion was held concerning future leadership for annual events. 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.

**Future Discussion.** None

**Staff Comments.** Laurie Fuller presented about a recent tradeshow she attended. The Pollard Theatre was present as well, and Guthrie was well represented.

**Board Comments.** Commissioner Long briefed the Board about block parties for the upcoming 2016 season.

**Adjournment.** The meeting adjourned at 7:08 PM.

Cody Mosely, Community & Economic Development Director