

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES
May 16, 2016

The regular meeting of the Convention and Visitor Bureau Advisory Board was posted May 12, 2016 before 5:00 PM. The meeting was held May 16, 2016 at Guthrie City Hall.

Members Present:	Debra Prather, Chair	
	Greg Coleman	Absent
	Cathie Cordis	
	Justin Fortney	Absent
	James Long	
	Dan Newton	
	Trey Woods	Absent
Ex-Officio Present:	Steve Gentling	Absent
	Sharyl Padgett	

Also Present: Cody Mosley, Laurie Fuller, Bruce Johnson, Mike Monahan, Brant Bamberg

Call to Order

The meeting was called to order on Monday, May 16, 2016 at 5:45 PM. Board members were present and a quorum declared.

Public Comments

None

Approval of Previous Minutes

A motion was made by Commissioner Newton and seconded by Commissioner Cordis to approve the April 18, 2016 minutes as written. All voted aye.

Discussion Item 1

A motion was made by Commissioner Long and seconded by Commissioner Newton to approve a total budget of \$125,000 for the upcoming fiscal year.

Discussion Item 2

Laurie Fuller shared information from a recent visit with Stillwater Radio for radio advertisements. Cody Mosley noted that staff is looking for ways to continue expanding advertising reach, and while tourism has been a function of City Hall, no radio ads had been created. Commissioner Long noted that his wife's business had used Stillwater Radio before, but did not see much success. Commissioner Prather stated she had seen success in working with an Enid radio station previously. No action was taken.

Discussion Item 3

Cody Mosley presented a listing of all print and social media based ads that ran over the past fifteen months. Staff pointed out that some ads were done in cooperation with either Frontier Country Marketing or Edmond's CVB, and that some were free, based on other partnerships. Staff credited many talented artists in town for being able to create great advertising pieces to promote. The most significant impact for total reach came through social media on a consistent basis, but hard copy ads were still attractive to a specific audience that Guthrie wants to include.

Discussion Item 4

Brant Bamberg represented the National Little Britches event coming to town in July 2016. Bamberg expressed a need for volunteers on opening day at the Lazy E from 8a-8p to help attendees with the check-in process. Mr. Bamberg mentioned it was not too late for Guthrie businesses to be a sponsor of the event, and encouraged businesses to welcome their guests. Mr. Bamberg said that over 1,000 contestants will be in town for the event, and their guests are very loyal to those businesses that support the NLBRA. Mr. Bamberg hoped that, along with the programming that NLBRA is supplying, downtown Guthrie will have activities for these guests.

Future Discussion

Commissioner Padgett expressed a need to communicate more effectively with Lazy E to make sure there are activities going on in town while they have family friendly events. Lazy E did a marvelous job promoting Guthrie during a recent event she attended, and she was disappointed there was not more of a selection of activities for their guests to attend in our downtown during that time.

Commissioner Long requested staff to investigate billboard opportunities at I-35 and Waterloo Road to attract north bound Lazy E guests to Guthrie.

Staff Comments

Laurie Fuller noted that any business interested in sponsoring or working with the NLBRA event can contact her. She is working on the event daily.

Board Comments

Commissioner Prather expressed a thank you to Commissioner Long and Commissioner Fortney for their work during the Red Brick Nights block party.

Adjournment

The meeting adjourned at 6:52 PM.

Cody Mosely
Community & Economic Development Director