

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES

June 20, 2016

The regular meeting of the Convention and Visitor Bureau Advisory Board was posted June 16, 2016 before 5:00 PM. The meeting was held June 20, 2016 at Guthrie City Hall.

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

Ex-Officio Present: Steve Gentling
Sharyl Padgett

Also Present: Cody Mosley

Call to Order

The meeting was called to order on Monday, June 20, 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 Cordis and seconded by Commissioner Fortney to approve the May 16, 2016 minutes as written. All voted aye.

Discussion Item 1

Discussion was held concerning financial support for the Fox 25 Road Trippin' series. A motion was made by Commissioner Long and seconded by Commissioner Newton to approve \$3,500.00 for the series. All voted aye.

Discussion Item 2

Discussion was held concerning social media advertising results. Cody Mosley shared the social media campaign numbers promoting the June Red Brick Nights event. Takeaways included adding an Instagram sponsored post and two versions of a Facebook post with separate calls to action. The Instagram post would ideally have a video element.

Discussion Item 3

Discussion was held concerning tourism personnel. Cody Mosley explained that Laurie Fuller is no longer on staff, but Cierra Graham has taken over the role of tourism intern. Staff will begin to work on identifying needs in order for that position to be even more successful.

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Staff Comments

Cody Mosley presented options for billboards along I-35 that could be dedicated specifically for Lazy E guests. More information will come in future meetings.

Board Comments

Commissioner Cordis requested an update concerning the OSU Hospitality Survey. Commissioner Long recognized Stacey Frazier for her tremendous work on Building the Guthrie Ghosts Walk Tours.

Adjournment

The meeting adjourned at 6:12 PM.

Cody Mosely

Community & Economic Development Director