

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES

July 18, 2016

The regular meeting of the Convention and Visitor Bureau Advisory Board was posted July 14, 2016 before 5:00 PM. The meeting was held July 18, 2016 at Guthrie City Hall.

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

Ex-Officio Present: Steve Gentling
Sharyl Padgett

Also Present: Cody Mosley, Bruce Johnson

Call to Order

The meeting was called to order on Monday, July 18, 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 Cordis to approve the June 20, 2016 minutes as written. All voted aye.

Discussion Item 1

Staff presented what has occurred so far in the tourism survey coordinated with Oklahoma State University. Surveys were presented to the Board, and plans for moving forward were discussed.

Discussion Item 2

Staff noted that debrief meetings with Little Britches were currently taking place and still to come. Learning lessons from Year 1 and expectations moving forward are being presented on both sides. Guthrie was well represented, and overall, the impression was very good. Surveying different businesses in town, many were satisfied with the event.

Discussion Item 3

Guidance was given on investment into Red Brick Nights. Securing more data on that event as well as other events in downtown is a priority. A common idea was that money should be dedicated to helping get other events started that will draw in more crowds for different reasons.

Future Discussion

Jason Smedley will be invited to the next Board meeting to share data and insights collected from Red Brick Nights. The Special Events Committee will consider ideas for developing new events.

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Staff Comments

None

Board Comments

Ex-Officio Padgett thanked the Board for having creative ideas and for supporting events in town.

Commissioner Prather thanked those involved with Red brick Nights.

Adjournment

The meeting adjourned at 6:24 PM.

Cody Mosely

Community & Economic Development Director