

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES

October 17, 2016

The regular meeting of the Convention and Visitor Bureau Advisory Board was posted October 13, 2016 before 5:00 PM. The meeting was held October 17, 2016 at Guthrie City Hall.

Members Present: James Long
Cathie Cordis
Justin Fortney- Absent
Mike Monahan
Dan Newton
H. C. Patel
Jason Smedley

Ex-Officio Present: Steve Gentling
Sharyl Padgett - Absent

Also Present: Cody Mosley

Call to Order

The meeting was called to order on Monday, October 17, 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 Smedley and seconded by Commissioner Cordis to approve the July 18, 2016 minutes as written. All voted aye.

Discussion Item 1

Introduction was made for new members Mike Monahan, H. C. Patel, and Jason Smedley.

Discussion Item 2

Discussion was held to nominate a board chair. A motion was made by Commissioner Smedley and seconded by Commissioner Patel to appoint James Long as board chair. All voted aye.

Discussion Item 3

Cody Mosely presented on current budget for operating expenses during Fiscal Year 2017.

Discussion Item 4

Cody Mosely introduced procedure for supporting events with financial assistance.

Discussion Item 5

Discussion was held concerning Territorial Christmas Foundation financial support. A motion was made by Commissioner Cordis and seconded by Commissioner Patel to approve the Territorial Christmas Foundation for \$8,000 in event support. All voted aye.

Discussion Item 6

Discussion was held concerning Rising Stars Calf Roping Events financial support. A motion was made by Commissioner Monahan and seconded by Commissioner Smedley to reimburse Rising Stars Calf Roping Events an amount not to exceed \$2,000 for hotel expenses related to the event. Commissioners Cordis, Monahan, Newton, Patel, and Smedley voted aye; Commissioner Long voted nay. The motion carried.

Future Discussion

Commissioner Smedley was asked to present on data and analytics from previous Red Brick Nights events along with an event support application from the managing group.

A request was made to discuss advertising plans, itemized expenditures from the previous two years, the tourism survey, and revisiting the event sponsorship application.

Staff Comments

None

Board Comments

Commissioner Smedley felt positive about the direction the tourism function was heading as well as the Board established. Commissioner Monahan promoted a footsteps in town philosophy, noting it is critical to think about how to attract people often.

Adjournment

The meeting adjourned at 6:27 PM.

Cody Mosely

Community & Economic Development Director