

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES

November 21, 2016

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

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

Ex-Officio Present: Steve Gentling Absent
Sharyl Padgett Absent

Also Present: Cody Mosley, Heath Shelton

Call to Order

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

Discussion Item 1

Discussion was held concerning event support for Gypsy Glam. A motion was made by Commissioner Monahan and seconded by Commissioner Cordis to deny the application as submitted. All voted aye to deny the application.

Discussion Item 2

Discussion was held concerning Red Brick Nights metrics. Commissioner Smedley presented independent analytics from the past season's Red Brick Nights events. No action was taken.

Discussion Item 3

Discussion was held concerning expenditures in previous years. Cody Mosley had presented the Board with this information in the packet for review ahead of the meeting, and staff is open to answering questions moving forward. No action was taken.

Discussion Item 4

Discussion was held concerning the event support form. A motion was made by Commissioner Cordis and seconded by Commissioner Smedley to approve changes to the event support form upon legal approval. All voted aye.

Discussion Item 5

Discussion was held concerning the advertising plan for 2016-2017. Staff will be investigating costs for advertising and promoting Guthrie through sources such as AARP, billboards, giveaways, local magazines like "Slice," Google Ads, and Trip Advisor. A motion was made by Commissioner Monahan and seconded by Commissioner Newton to support a \$200 expenditure for the "viral" campaign for giveaways on Facebook leading up to the Territorial Christmas Celebration. All voted aye.

Future Discussion

Staff will bring back items from Discussion Item 5 concerning 2016-2017 advertising plans, and will also report on the viral campaign, Instagram advertising, and carousel ads.

Staff Comments

None

Board Comments

Commissioner Monahan noted the 89er parade route will be changing in 2017.

Adjournment

The meeting adjourned at 6:35 PM.

Cody Mosely

Community & Economic Development Director