

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES
June 15, 2015

The regular meeting of the Convention and Visitor Bureau Advisory Board was posted June 11, 2015 before 5:00 PM. The meeting was held June 15, 2015 at Guthrie City Hall.

Members Present: Debra Prather, Chair
 Justin Fortney
 Scott Haas
 James Long
 Stacy Staton
 Trey Woods Absent

Ex-officio Present: Steve Gentling
 Sharyl Padgett

Also Present: Cody Mosley, Laurie Fuller, Phil Nichols, Randi McClain

Call to Order. The meeting was called to order on Monday, June 15, 2015 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 Staton and seconded by Commissioner Fortney to approve the May 21, 2015 minutes as submitted. All voted Aye.

Discussion Item 1. Randi McClain of Staplegun, which serves as the Convention and Visitor Bureau's advertising agency, introduced herself as the new account manager for Staplegun. Members of the Board, including Commissioner Prather and Commissioner Long, asked when we could see a detailed plan outlining strategy for placing select advertisements. The Board, along with staff, noted that we are over three months into a contract and still have not had the resource to strategically place ads based on return on investment. Cody Mosley noted that Staplegun was key for turning over our new branding and tagline identities and that work should not be overlooked. Ms. McClain offered to come back in July with a presentation for the Board that will be seen by the advertising subcommittee first.

Discussion and Action Item 2. Commissioner Haas expressed concern there were no measures in place to ensure that money was being spent by festivals appropriately. Cody Mosley immediately noted that festivals expressed some confusion that they now had to make a formal request stating what the money would be used for as opposed to past years when this was not a requirement. Commissioner Haas noted that the Board had to make a decision on the budget quickly into their tenure, and had to also give direction to staff on how to spend the money, that little was done to ensure that return on investment was being provided. A motion was made by Commissioner Fortney and seconded by Commissioner Long to approve the budget of \$115,000 for FY16 with the requirement that subcommittees are given the ability to see plans for expenditures.

Discussion Item 3. Laurie Fuller presented on accomplishments and activities from the last month. Ms. Fuller continues to work with tourism stakeholders and the Chamber of Commerce. Cody Mosley presented on finances to date, projects for the year which are now at \$101,000, total expenditures to date which total over \$55,000 along with other financial commitments, and presented a conservative figure of

remaining advertisement money available. Mr. Mosley noted that other funds in the economic development account might be able to contribute to advertising, if necessary, for the remainder of the year.

Future Discussion. The advertising subcommittee will meet with Staplegun. Both existing subcommittees will formulate a plan for expending funds based on potential return on investment moving forward.

Staff Comments. Cody Mosley noted that Laurie Fuller will be leading meetings beginning no earlier than August while his family is welcoming a newborn.

Board Comments. None.

Adjournment. The meeting adjourned at 6:55 PM.

Cody Mosley, Community & Economic Development Director