

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES

July 20, 2015

The regular meeting of the Convention and Visitor Bureau Advisory Board was posted July 16, 2015 before 5:00 PM. The meeting was held July 20, 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 Absent

Also Present: Cody Mosley, Laurie Fuller, Randi McClain, Cameron Dawson

Call to Order. The meeting was called to order on Monday, July 20, 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 Fortney and seconded by Commissioner Staton to approve the June 15, 2015 minutes as submitted. All voted Aye.

Discussion Item 1. Randi McClain of Staplegun introduced an advertising strategy as a follow-up to the June 2015 meeting. The strategy would target Facebook and social media specifically to increase the number of overnight stays in Guthrie. The carousel ads allow for multiple ads regarding different versions of the same product.

Much conversation was held about what website and social media outlet would be plugged in order to execute these ads. Cody Mosley noted that multiple templates were available for websites, and that we could construct a website that would more similarly match the branding on the ads before we released the ads on social media.

Discussion and Action Item 2. Discussion was held concerning Make Guthrie Weird. Representatives were not in attendance. Commissioner Long requested a schedule of future events to allow for adequate event advertising.

Discussion Item 3. Cody Mosley introduced an application to ensure accountability for future events. The application promotes accountability and enforces the Guthrie tourism brand throughout all stages of any event that is financially assisted by the Convention and Visitor Bureau. Commissioner Fortney expressed concern that money could be expended all at once, not allowing budget or room for new events to be supported in the future. Conversation was held that the subcommittee would review applications before making a recommendation to the Convention and Visitor Bureau Advisory Board to assist events financially. A decision was made to approve the application as submitted.

A motion was made by Commissioner Fortney and seconded by Commissioner Long to approve the application as submitted.

More detail about how the application process will work will be decided in the future.

Discussion Item 4. Laurie Fuller presented an update that included success in welcoming an emergency management group to town for multiple overnight stays. Ms. Fuller also discussed her trip to Austin, Texas for the Annual Destination Marketing Association Conference to learn trends on attracting tourism. Ms. Fuller made note she is courting a group of up to 300 people for three overnight stays in June 2016 for a storytelling event. She also made contact with multiple event space owners, and she devised a strategy to welcome this event to Guthrie.

Future Discussion. None.

Staff Comments. Cody Mosley noted that Laurie Fuller will lead the August meeting, which will be filmed.

Board Comments. Commissioner Prather spoke about an event Stables Café is hosting July 28, 2015. Commissioner Long sent condolences to the Spineto family after a sudden death occurred.

Adjournment. The meeting adjourned at 7:00 PM.

Cody Mosley, Community & Economic Development Director