

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES

August 17, 2015

The regular meeting of the Convention and Visitor Bureau Advisory Board was posted August 14, 2015 before 5:00 PM. The meeting was held August 17, 2015 at Guthrie City Hall.

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

Ex-Officio Present: Steve Gentling
Sharyl Padgett

Also Present: Laurie Fuller

Call to Order. The meeting was called to order on Monday, August 17, 2015 at 5:30 PM. Board members were present and a quorum declared.

Public Comments. None.

Approval of Previous Minutes. A decision was made to approve the July 20, 2015 minutes with the amendment that Laurie Fuller welcomed an EM (Emergency Management) group in July, not an EMS group. All voted Aye.

Discussion Item 1. Discussion was held regarding special event applications. Regarding Guthrie Escape, Commissioner Long questioned the wisdom of supporting advertising in publications whose audience is local. He pointed out that among the several newspapers Guthrie Escape paid to advertise, only one is out of town (Wichita Eagle) and would realistically bring overnight business. Commissioner Haas feels there is no process for the applications—there should be a checklist (to be determined at a future special meeting) to hold event responsible. Commissioner Padgett recommended the City's legal counsel review the Event Support Application. Everyone agreed that \$1,000.00 should be given to the Rodeo request (event is 8/29/2015) if there is money in the budget to do so. All agreed it was not necessary to give any applicant the entire amount requested. A decision was made to table discussion about two pending Fiscal Year 2016 applications, Guthrie Escape and Territorial Christmas, until the Special Events Subcommittee meets. All voted Aye.

Discussion Item 2. Discussion was held regarding subcommittee restructure. It was determined that subcommittees remain the same in Fiscal Year 2016.

Discussion Item 3. Discussion was held regarding chair appointment. A decision was made to reinstate Debbie Prather as chair of the Convention and Visitor Bureau Advisory Board for Fiscal Year 2016. All voted Aye.

Discussion Item 4. Discussion was held regarding social media and website. Laurie Fuller reported 97 more likes on Facebook. The Staplegun carousel ads have reached 86,000 with 507 post clicks. The website is up, and Ms. Fuller is adding new items frequently.

Discussion Item 5. Discussion was held regarding 2016 budget operations. A question was raised: who leads the budget process? Commissioner Haas feels the Convention and Visitor Bureau Advisory Board needs more accountability for approved events—lessons learned after awarding money to earlier events that did not produce. Does the Board have recourse if money is granted and event fails to take place? Mayor Gentling reiterated that there should be a checklist going forward for every major event. Discussion about having a special meeting to discuss budget breakdown prior to Fiscal Year 2016.

Future Discussion. Future discussion items are Fiscal Year 2016 approvals of events, review of the budget, and an application checklist.

Staff Comments. None.

Board Comments. None.

Adjournment. The meeting adjourned at 7:30 PM.

Laurie Fuller, Convention and Visitors Bureau Coordinator