

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES
September 21, 2015

The regular meeting of the Convention and Visitor Bureau Advisory Board was posted September 17, 2015 before 5:00 PM. The meeting was held September 21, 2015 at Guthrie City Hall.

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

Ex-Officio Present: Steve Gentling Absent
 Sharyl Padgett

Also Present: Bruce Johnson, H.C. Patel, Richard Hendricks, Michael Monahan, Laurie Fuller

Call to Order. The meeting was called to order on Monday, September 21, 2015 at 5:30 PM. Board members were present and a quorum declared.

Public Comments. Richard Hendricks requested \$440.00 for rack cards for the Territorial Capital Sports Museum. As this was not an agenda item, there was no vote. This request was added to future discussion items.

Approval of Previous Minutes. A decision was made to approve the August 17, 2015 minutes with one exception: Commissioner Staton questioned whether the vote taken to approve Commissioner Prather for a second term as Chair was official. It was determined that the vote was not official, as it was not a permitted voting item on the agenda. All voted Aye.

Discussion Item 1. Discussion was held to appoint a chair for Fiscal Year 2016. A decision was made to re-instate Commissioner Prather as Chair for Fiscal Year 2016. All voted Aye.

Discussion Item 2. Discussion was held regarding appointments to the Convention and Visitor Bureau Advisory Board. Commissioner Prather reported that Commissioner Staton and Commissioner Haas were resigning from the Board. Ms. Fuller reported Commissioner Fortney’s term was up as well and that there were three positions open. Commissioner Fortney commented that he would probably re-apply. Ms. Fuller distributed applications and suggested members give them to anyone they thought would be interested in serving on the Board.

Discussion Item 3. Discussion was held regarding current advertising strategy. Ms. Fuller reported “well above average” response on social media for August and a healthy interest in the new tourism website. She presented three advertising pieces for review, a half-page ad for the *Oklahoma Tourism* magazine, a full-page ad for *This Land Press* and a proof of the City brochure, intended to replace *Destination Guthrie*. Overall, the proof of the City brochure was approved with one minor change to the listing of businesses.

Discussion Item 4. Discussion was held regarding upcoming events. Commissioner Prather announced an upcoming event (a beer-tasting) at The Stables. Carole Boyette, Chairperson for the Territorial

Christmas Foundation, reported that because of a pending lawsuit, the Foundation cannot secure event insurance for this year's event. With no insurance, the Foundation cannot host the event. The Foundation has requested support from the Pollard Theatre for the Homes Tour and The American Legion for Opening Night expenses. There is no underwriter yet for the tree-lighting. All plans are ready to be executed one way or the other. City Manager, Bruce Johnson, suggested supporting all mainstay events (89ers, Bluegrass, Guthrie Escape, and Territorial Christmas) in the same fashion they were supported last year. Going forward, if more funds are needed, requests will be considered on a case-by-case basis. Commissioner Long moved that in Fiscal Year 2016, support would be \$2,000.00 for each event. All voted Aye.

Discussion Item 5. Discussion was held regarding legal opinion concerning events. Ms. Fuller reported that City Attorney Randel Shadid approved the Event Support Application as is.

Future Discussion. Should small requests (such as Territorial Sports Museum's and others that amount to only a few hundred dollars) be handled by Ms. Fuller without having to go to the Board? Should there be periodic budget updates which include expenditures and past practices?

Staff Comments. City Manager Bruce Johnson wants to understand what we want – he wants the community to communicate better such that we all know what we stand for. Mr. Johnson wants Guthrie speaking with one voice.

Board Comments. Commissioner Staton thanked the Board for allowing her to serve.

Adjournment. The meeting adjourned at 7:00 PM.

Laurie Fuller, Convention and Visitors Bureau Coordinator