

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES
October 19, 2015

The regular meeting of the Convention and Visitor Bureau Advisory Board was posted October 15, 2015 before 5:00 PM. The meeting was held October 19, 2015 at Guthrie City Hall.

Members Present: Debra Prather, Chair
Greg Coleman
James Long
Trey Woods

Ex-Officio Present: Steve Gentling Absent
Sharyl Padgett

Also Present: Laurie Fuller, Justin Fortney, Cody Mosley, Bruce Johnson

Call to Order. The meeting was called to order on Monday, October 19, 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 Long and seconded by Commissioner Coleman to approve the minutes from September 21, 2015 as written. All voted Aye.

Discussion Item 1. Cody Mosley briefed the Board on efforts to make locals and tourists aware of the new brand identity. No motion was required.

Discussion Item 2. Cody Mosley reported that social media results had not been delivered by Staplegun Inc. in time for the meeting, but all social media tracking looked to be matching metrics from previous months. No motion was required.

Discussion Item 3. Cody Mosley reported that overall, the perception of early October events was positive. Hotels and restaurants had reported a successful start to the month, most notably by events taking place in town. Commissioner Prather noted her restaurant had seen much success early on in October. No motion was required.

Discussion Item 4. Cody Mosley presented a strategy verbally and intends to have a tangible document before the Board outlining advertising strategy for the current fiscal year at the next meeting when the Board is back to being fully occupied. No motion was required.

Future Discussion. Commissioner Long confirmed that we would see the advertising strategy at the November board meeting.

Staff Comments. None.

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Board Comments. Commissioner Prather wanted to note that events that occurred in early October were phenomenal for many downtown businesses.

Adjournment. The meeting adjourned at 6:10 PM.

Cody Mosely, Community & Economic Development Director