

## CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES

December 19, 2016

The regular meeting of the Convention and Visitor Bureau Advisory Board was posted December 15, 2016 before 5:00 PM. The meeting was held December 19, 2016 at Guthrie City Hall.

Members Present: James Long  
Cathie Cordis  
Justin Fortney  
Mike Monahan  
Dan Newton Absent  
H. C. Patel  
Jason Smedley

Ex-Officio Present: Steve Gentling  
Sharyl Padgett Absent

Also Present: Cody Mosley, Heath Shelton

### Call to Order

The meeting was called to order on Thursday, December 19, 2016 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 Cordis and seconded by Commissioner Smedley to approve the November 21, 2016 minutes as written. Minutes were approved unanimously.

**Discussion concerning holiday ad campaign.** Discussion was held concerning the holiday ad campaign on social media. Posts for giveaways received more traffic than paid advertising campaigns. Board members and staff discussed potential benefits of focusing giveaways around annual events and holidays, and offering a giveaway each month. Chairman Long requested a vote on a Valentine's Day giveaway campaign and budget at the January meeting.

**Discussion concerning staff transition.** Discussion was held concerning staff transition. Cody Mosley will be leaving, but Andrea Post will be the new staff liaison for CVB and Heath Shelton will be extending his employment.

**Discussion of future items.** Chairman Long requested a vote on a Valentine's Day promotional giveaway items at the January meeting. Commissioners Patel and Monahan requested a recap of committed and monthly expenses.

**Staff Comments.** Cody Mosley expressed his thanks for the Boards and Commissions, City Council, and community.

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**Board Comments.** Mayor Gentling mentioned what Guthrie rack cards and information are available at Oklahoma travel centers. He suggested orchestrating unified distribution of local tourism information and rack cards to such places.

**Adjournment**

The meeting adjourned at 6:08 PM.

Cody Mosely

Community & Economic Development Director