

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES

January 23, 2017

The regular meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted January 19, 2017 before 5:00 PM. The meeting was held January 23, 2017 at Guthrie City Hall.

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

Members Absent: None

Ex-Officio Present: None

Ex-Officio Absent: Steven J. Gentling
Sharyl Padgett

Also Present: Andrea Post, Heath Shelton, Kim Biggs, Jeff Todd, Dave Wolek, Mark Spradlin

Call to Order

The meeting was called to order on Monday, January 23, 2017 at 5:30 PM. Board members were present and Chairman James Long declared a quorum.

Public Comments

None

Approval of previous minutes. Commissioner Monahan suggested correcting instances of “Commissioner Gentling” to read “Mayor Gentling.” A motion was made by Commissioner Newton and seconded by Commissioner Fortney to approve the December 19, 2016 minutes as edited. Minutes were approved unanimously.

Discussion of financial status. Andrea Post gave a report on the current balance of the Marketing Supplies and Special Events portions of the CVB Budget. City Treasurer Kim Biggs informed the CVB Commissioners that the Professional Services portion of the CVB Budget is for the OSU Tourism Study. Commissioner Patel requested a total number. Commissioner Monahan discussed the portion of funds transferred to General Fund, which was explained to be for payroll of CVB staff. City Treasurer Kim Biggs provided information on hotel tax reporting. Commissioner Patel requested the current total balance, which Kim Biggs agreed could be provided. James Long gave a list of upcoming events that received support in previous years.

Discussion of application for support – Border Bash at Lazy E Arena. Jeff Todd, President of the Oklahoma High School Rodeo Association presented information about the history of the Border Bash Rodeo, details of this year’s application and last year’s member survey results for Border Bash. He expects at least 400 attendees this year or more, and that around 2/3 of last year’s attendees visited Guthrie during their event. Commissioner Patel asked for clarification of how Guthrie would be represented and marketed at the event and during promotion of the event. Mr. Todd offered to add logo to flyers, website, and

Facebook. Commissioner Fortney requested clarification about the scope of the survey results from the 2016 Border Bash. Commissioner Patel requested additional information on how Guthrie would be promoted. Heath Shelton offered to create goody bags as in 2016. Commissioners Monahan, Patel and Smedley requested that the application be placed on the February agenda for a vote. Commissioner Fortney requested that staff find additional information about how their survey was conducted.

Discussion of '89ers Committee application for event support. Dave Wolek presented information about the '89er Days Celebration and explained the request for \$5,000 in advertising support. He clarified that the '89er Days Committee requested \$3,000 last year. He mentioned that the event is long-standing and Commissioner Smedley asked about the location of the carnival, which will be moving by Jelsma Stadium. Advertising will include posters, brochures, Oklahoma Gazette, Oklahoma Living, Logan County Courier and the '89er Days website. Commissioner Fortney requested information about coverage by other sponsors; Mr. Wolek explained that sponsorships from local businesses have been especially hard to procure this year. Commissioner Cordis requested that the application be placed on the February agenda for a vote.

Presentation of Rising Stars Calf Roping post-event support. Andrea Post presented proof that Guthrie was mentioned and represented at the Rising Stars Calf Roping event and furnished receipts from hotel expenditures as approved for reimbursement. The information was accepted as presented.

Discussion of Sundance Film Festival. Andrea Post presented information on Guthrie's sponsorship and promotional materials presented at Sundance Film Festival through the Oklahoma Film and Music Office, including a flyer advertng Guthrie with website information and a Rick's chocolate bar. 500 packets were sent to this year's event in Utah.

Discussion and possible action concerning social media campaign. Heath Shelton presented information about options for the Valentines Day giveaway, including rates for two Bed and Breakfasts (Jaded Getaway and Keepsake Kottage), dinner at Gage's, chocolates from Rick's Fine Chocolates and Coffees, and tickets to the Pollard Theatre at a \$250 dollar value per package. Chairman Long noted that the response to giveaway posts created a good return on social media during Territorial Christmas. Commissioner Monahan suggested splitting the awards, pairing an overnight stay with Pollard Theatre tickets and pairing dinner at Gage's with the chocolates. Commissioner Cordis and Commissioner Smedley suggested giving away two full packages (overnight stay, tickets, dinner, and chocolates). Commissioner Fortney asked about the schedule of the next promotional giveaway, to which Chairman James Long suggested the '89er Days Celebration. Commissioner Smedley moved to approve procuring two full giveaway packages at the approximate cost of \$250 apiece. Commissioner Cordis seconded the motion. The motion passed unanimously. Chairman Long asked about control of Guthrie_OK, the CVB's Instagram page, and asked about cross-posting the giveaway to Instagram. Andrea Post noted that she would share Lazy E's posts on the City of Guthrie Facebook page going forward, but without boosting them, and provided some insights on engagement with recent Social Media. Commissioner Smedley proposed a small boost of \$50-100 to the Valentine's Day giveaway post.

Discussion and possible action concerning advertising opportunities. Heath Shelton gave a recap of advertising costs with AARP. He then reported that the billboard at the Stillwater airport is not yet ready for advertisements. Heath reported on advertising rates and circulation with Oklahoma-based magazines Edible OKC, Slice/405, and Territory. Heath is awaiting costs associated with billboard advertisements from Lamar and Arnold Outdoor, but has Lamar's costs ranging from \$500-3500 per month, and will

explore cooperative advertising partnerships to split costs with local businesses if allowed by billboard companies with a focus along the I-35 corridor.

Andrea Post reported on an advertising sponsorship request from Central Bus Lines Intercity Service. Commissioner Cordis asked to wait a few months, and Commissioner Smedley reported on the suspected exposure.

Proposed Frontier Country Marketing membership. Commissioner Monahan moved to renew the membership. Commissioner H.C. Patel seconded. Motion was unanimously approved.

Chairman Long asked Heath Shelton to ask at Chamber Coffees if local businesses are interested in partnering for billboard advertisements. Commissioner Cordis requested Heath to find if sharing allowed before asking. Commissioner Long asked to place this item on hold pending more information.

Discussion and possible action concerning branded giveaway items. Andrea Post reported that the current stock of branded items (including cups, pens, note pads, etc.) is running low, and has researched other options including USB chargers, sports bags, stickers, and requested feedback on current branded giveaway items and ideas for different items to replace items low in inventory. Board members discussed ideas such as stylus pens, cinch backpacks, USBs, and die cast lapel pins. Commissioner H.C. Patel moved to approve \$2000 for giveaway items. Commissioner Fortney seconded the motion. Motion was unanimously approved.

Discussion and possible action concerning Oklahoma Travel Industry Association Hospitality Day at the Capitol. Andrea Post presented information about the upcoming Oklahoma Travel Industry Association Hospitality Day at the Capitol on February 8, 2017. Commissioner H.C. Patel noted he had asked Tracy Zserdin, Chamber CEO, if she is attending, and that the most benefit would be for Andrea to attend the reception after the Legislative event. Commissioner H.C. Patel moved that Andrea and a guest attend the event at the cost of \$130. Commissioner Smedley seconded the motion. Motion was unanimously approved.

Discussion and possible action concerning Red Bud Awards. Andrea Post presented the opportunity to enter this year's Red Bud Awards for Red Brick Nights in the Outstanding New Event category at an entry cost of \$25. Commissioner Cordis noted the Guthrie Chamber had received this award in recent history. Commissioner Smedley moved that the CVB submit an application to this year's Red Bud Awards for in the Outstanding New Event - Red Brick Nights. Commissioner Monahan seconded the motion. Motion was approved unanimously.

Discussion of upcoming events. Andrea Post and Justin Fortney presented information about the Land Run 100 Bike Race from Stillwater on March 11th, 2017. The group is planning to host a rest stop by the Post Office featuring food trucks and live music. Events mentioned were FiddleFest is February 4th, March 11th is an event Community Church, and '89er Days will be in April. Guthrie Scaregrounds is hosting a special Valentine's Day event in February, as well. Red Brick Nights will be the first Saturdays May through September at Oklahoma and Wentz, and the grant application is in process for the February CVB meeting. The Oklahoma Tourism and Recreation is presenting their Tourism research findings on Wednesday, January 25th at Oklahoma History Center from 4:00-6:00 p.m., and Andrea plans to attend.

Discussion and possible action concerning an emergency appropriations sub-committee. Andrea Post asked if there was interest in a sub-committee for emergency appropriations for events. No motion was made.

Discussion of future items. Andrea Post listed the two applications for event support – Border Bash, ‘89ers; Commissioner Monahan and Chairman Long listed the Red Brick Nights application, Heath Shelton mentioned research of Print Media, Advertising, and Marketing Opportunities as well as what’s available through Frontier Country Marketing. Chairman Long and Commissioner Smedley asked that advertising opportunities be a repeating agenda item.

Staff Comments. Andrea Post relayed excitement for the opportunity and support from the board. Kim distributed December Treasurer’s Report to CVB Board Members.

Board Comments. Chairman Long thanked Andrea Post and Kim Biggs for their efforts. Commissioner Cordis echoed.

Adjournment

The meeting adjourned at 7:28 PM.

Andrea Post
Interim Tourism Coordinator