

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES

February 27, 2017

The regular meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted Thursday, February 23, 2017, before 5:00 PM. The meeting was held February 27, 2017 at Guthrie City Hall.

Members Present: James Long
Justin Fortney
Mike Monahan
H. C. Patel
Jason Smedley

Members Absent Cathie Cordis
Dan Newton

Ex-Officio Present: Sharyl Padgett

Ex-Officio Absent: Steven J. Gentling

Also Present: Leroy Alsup, Andrea Post, Heath Shelton, Kim Biggs, Jerry Ball

Call to Order. The meeting was called to order on Monday, February 27, 2017 at 5:30 PM. Five board members and one ex-officio were present, and Chairman James Long declared a quorum.

Public Comments. None

Approval of previous minutes. Commissioner Smedley moved to approve the minutes of the CVB Advisory Board from January 23, 2017. Commissioner Patel seconded the motion. Minutes were approved unanimously.

Discussion of financial history & current status. Andrea Post presented financial information including Special Event expenditures for Fiscal Year 2016, CVB expenditures since December 31, 2016, and reported that the current balance for the Special Events portion of the budget is \$21,000. City Manager Leroy Alsup handed out a spreadsheet related to the CVB financial status and discussed what has been spent to date as well as encumbered and unencumbered balances. Chairman Long reminded the CVB Advisory Board that the Board had previously approved a tentative list of events during budget planning for Fiscal Year 2017. Commissioner Monahan requested that City staff provide a report at the March CVB Advisory Board meeting detailing everything spent in Fiscal Year 2016 Hotel/Motel Tax Fund Materials and Supplies - Marketing line item and the Services & Charges – Special Events line item and also confirm that sponsorship dollars from Red Brick Nights in 2016 were returned to the Hotel/Motel Tax Fund. City Manager Alsup confirmed that staff would continue to give current and additional financial status reports going forward.

Discussion and possible action on application for support – Land Run 100. Andrea Post introduced the application of Land Run 100 for \$400 to pay for live music and bands at the events, and notified the Board that the group plans to block off Oklahoma Avenue from 1st Street going west to the railroad tracks for the event, and that the sponsoring organization is for-profit. Commissioner Fortney reported that he has volunteered to help find bands for the event, and reported the event plans to bring in family members and friends of the cyclists. Commissioner Patel noted that the event projects to bring in 1500 people, and

may bring in sales tax dollars. City Manager Alsup noted that the Federal ID number and W-9 are missing from the application, and recommended that grant approvals be subject to City approval of any Exclusive Use applications, when relevant. City Manager Alsup is also seeking clarification of the ability of the CVB to make decisions and award funds. Commissioner Patel moved to approve the application to provide \$400 in support for Land Run 100. Commissioner Smedley seconded the motion. Commissioner Fortney abstained from voting due to his assistance with Land Run 100. Commissioners Patel and Smedley voted in favor and Chairman Long and Commissioner Monahan voted opposed. Motion failed for lack of a majority. City Manager Alsup noted that Insurance Certificate requirements will be changing on the Exclusive Use application, and Commissioner Patel suggested also adjusting the due date of the application going forward to a time greater than the current standard of thirty days.

Discussion and possible action on application for support – Red Brick Nights. Chairman Long noted that with two CVB Members absent, with Red Brick Nights representative Gregory “Heady” Coleman absent, and with his own need to abstain from voting, he recommended tabling the application until the March CVB meeting. Commissioner Monahan requested additional information, including an explanation of the difference in 2017 and 2016 funding requests from the CVB, if grant payments could be broken out by event month, and if receipts or invoices could be provided in the post-event report. Chairman Long clarified that the event would be seeking additional sponsorships to make up for the difference in funds requested in 2016 verses 2017, that the payments could be sent on a monthly basis, and that copies of receipts or invoices could be furnished. City Manager Alsup noted that in 2016, the City of Guthrie also waived the insurance requirement in 2016. Chairman Long confirmed that this year’s event would also include July Fireworks. Commissioner Monahan moved to table the application to the March CVB meeting. Chairman Long seconded the motion. The motion passed unanimously.

Discussion and possible action on application for support – Military Veterans Rodeo Productions. Commissioners Patel and Long requested specific dates for the events listed on the application, and Commissioner Fortney requested additional details on the individual events. Heath Shelton clarified that the applicant is planning events at the local rodeo area during other events including ‘89er Days and Little Britches (NLBRA). Commissioner Fortney moved to table the application to the March meeting or until the CVB Board has additional information, and Commissioner Monahan seconded the motion. The motion passed unanimously.

Discussion and possible action on application for support – Oklahoma Junior High Rodeo Association Border Bash. Commissioner Long recapped the presentation from the January meeting. City Manager Alsup clarified that the CVB has cash on hand to fund the application. Commissioner Smedley moved to approve the application for \$1500 in support for Border Bash. Commissioner Fortney seconded the motion. The motion was passed unanimously.

Discussion and possible action on application for support – ‘89er Days Celebration. Jerry Ball, representative of the Oklahoma ‘89er Committee, provided information about this year’s ‘89er Days Celebration, including event plans, carnival, work with the City on a street closures and use plan, sponsorships, increased advertising and associated costs. He reported that April is one of the largest sales tax months for the City of Guthrie thanks to the event. City Manager Alsup recommends approval of the application subject to approval of the City of Guthrie’s Exclusive Use application and requested a W-9. Commissioner Fortney asked about the payment structure for vendors at the event, and noted this would be helpful in making a decision. Commissioner Smedley moved to approve \$3000 in event support for the 2017 ‘89er Days Celebration subject to approval of the Exclusive Use form. Commissioner Patel seconded

the motion. Commissioner Monahan abstained from voting due to his involvement with the '89ers Committee. The motion passed unanimously.

Discussion of Valentine's Day Giveaway Promotion results. Heath Shelton provided a report that the Valentine's Day giveaway on Facebook and Instagram ran February 1st -8th, 2017, reached almost 23,000 people and cost around \$0.02 per person. Chairman Long recapped that we are getting as good a response spending money locally as in the past spending money externally for social media promotion. Commissioner Fortney noted that we received over 400 new page likes, and noted for a town of 10,000, we're getting a great response. Chuckwagon tickets, carnival bracelets, rodeo tickets and/or other items to create two social media giveaway packages for April geared around grouped activities on specific days with details are to be presented by City staff at the March CVB meeting.

Discussion and possible action concerning advertising opportunities:

- a. **Print media**
- b. **Media blitz**
- c. **Travel show**
- d. **Billboards**

Heath Shelton reported on the proposal from Frontier Country about marketing and advertising opportunities including 405 Magazine, a "media blitz" in April for a Guthrie tourism representative to visit media outlets in the northeastern region of their advertising territory, and providing Guthrie tourism information at a travel show at Padre Island in February 2018. The board discussed the options presented, as well as billboard pricing and potential partnerships. Heath Shelton reported he would approach businesses personally about a billboard co-op. Chairman Long led discussion about moving forward on the media events and travel show.

Report of Oklahoma Tourism findings and OTIA Day at the Capitol. Andrea Post reported data and information available through Oklahoma Tourism for 2016 including data for Logan County, and gave a short recap of her visit to the OTIA Day at the Capitol event.

Discussion of future items. Items for the CVB agenda will include the Event Support Application for Red Brick Nights, the Event Support Application for Military Veterans Rodeo Productions, '89er Days-themed Social Media Giveaway proposal, billboard advertising co-op, and revisions to the Event Support Application form, clarifying requirements, providing guidance and refining the process.

City Manager Leroy Alsup discussed creating a full time person dedicated to Tourism, and Chairman Long, Commissioner Patel, and Commissioner Fortney voiced support. City Manager Leroy Alsup also solicited feedback from Commissioners about a sports complex and in what one area or concern in which he can assist.

Staff Comments – Red Bud Awards. Andrea Post reported that intern Cierra Graham has nearly completed the application of Red Bud Awards, announced Oklahoma Conference on Tourism May 15-16 at Oklahoma City University Meinder's School of Business, and announced the Oklahoma First Quarter Tourism Meeting on Thursday, March 23, 2017 from 1:00-3:00 p.m. at the National Cowboy & Western Heritage Museum in Oklahoma City.

Board comments. Heath Shelton confirmed he would attend the Timed Event Championship at Lazy E Arena and distribute questionnaires and ink pens.

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Adjournment. The meeting adjourned at 7:15 PM.

Andrea Post

Interim Tourism Coordinator