

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES

March 15, 2017

The special meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted Friday, March 10, 2017, at 11:45 a.m. and was amended and reposted Friday, March 10, 2017 before 12:45 p.m. The meeting was held Wednesday, March 15, 2017 at Guthrie City Hall in the 3rd Floor Conference Room.

Members Present: James Long
Justin Fortney
H. C. Patel
Cathie Cordis

Members Absent Dan Newton
Jason Smedley

Ex-Officio Present: Steven J. Gentling

Ex-Officio Absent: Sharyl Padgett

Also Present: Leroy Alsup, Andrea Post, Heath Shelton, Jerry Casey

Call to Order. The meeting was called to order on Wednesday, March 15, 2017 at 12:00 PM. Four board members and one ex-officio were present, and Chairman James Long declared a quorum.

Public Comments. None

Discussion of current fund balance and special events balance. Andrea Post presented financial information including the Special Event balance of \$19,500.

Discussion and possible action on application for support – Military Veterans Rodeo Productions. Jerry Casey of Military Veterans Rodeo Productions explained details of the events listed on his Application for Event Support form. He stated that approximately 15 people will be staying in Recreational Vehicles at the Logan County Rodeo Arena for the National Little Britches Rodeo, and that this event alone is expected to bring in at least 60 – 75 people to the Logan County Rodeo Arena over five (5) days.

Tracy Zserdin of the Guthrie Chamber of Commerce and Ginger Myers of National Little Britches Rodeo Association arrived at 12:05 p.m.

After some discussion, Mr. Casey confirmed he would use any funds provided by the Convention and Visitor Board for advertising and as draw money for stock producers. Commissioner Fortney moved to approve \$2,500 in event support for Military Veterans Rodeo Productions. Commissioner Cordis seconded the motion. Motion was approved unanimously. City Manager Leroy Alsup requested copies of the receipts for where the CVB funds were spent. Jerry Casey explained that he would display a Guthrie banner at the arena, identify the CVB as a sponsor on a bleacher seat, and use the Guthrie logo on posters.

Discussion and possible action on support for National Little Britches Rodeo Association. Ginger Myers of National Little Britches Rodeo Association (NLBRA) and Tracy Zserdin presented background information for the National Little Britches Rodeo events, changes to the way events at Lazy E will be structured in 2017 including seeing 30% growth from year to year, plans to capture data and information

for 2017, plans to televise the 2017 events on CinchTV and Wrangler Network, and advertising for their sponsors and host cities in Rodeo News and the NLBRA.

Commissioner Monahan arrived at 12:20 p.m.

Commissioner Cordis asked if Guthrie could provide a list of goods and services for inclusion in the publications, and Tracy Zserdin mentioned notifying retailers and preparing packets for the participants again this year. Ginger Myers and Tracy Zserdin clarified that National Little Britches Rodeo Association is requesting 20-25 complimentary hotel rooms for 8-10 days for their board members. Tracy Zserdin noted that four hotel rooms had already been donated for the 10-day period as requested by Guthrie hotel proprietors. Commissioner Fortney asked about advertising packages and sponsorship information available for the National Little Britches Rodeo events and publications. City Manager Alsup requested additional clarification for the full amount of requested support for this year as well as an idea of the expectations for the future. Commissioner Long asked to table the information until additional information including a request that encompasses the whole scope of this year's support of NLBRA from Guthrie CVB, a future plan, and information about residual investment is provided. Ginger Myers provided some information about deadlines for advertising.

Staff Comments. City Manager Leroy Alsup clarified that the Special Events line item has a current balance of \$14,000 after the approval of the \$2,500 for Military Veterans Rodeo Productions, \$8,000 to Territorial Christmas, \$1,500 to Border Bash, \$3,000 to '89er Days Celebration, and \$2,000 to Chris Neal's Rising Stars Calf Roping. City Manager Alsup recommended coming up with a guideline or standard on sensible use of Hotel/Motel (Lodging) Tax. He also noted that staff member Andrea Post is researching how other cities use their Lodging Tax for some perspective, and noted that Perry, Oklahoma's 8% Hotel/Motel Tax is used to build their Sports Complex and its two staff. He advised that guidelines or standards be set in the next budget cycle in the best way for Guthrie. He also reported that City Council will be approached on Tuesday, March 21st to amend the budget for funding of a full-time Tourism Director. Heath Shelton reported that Emerson Sparks and Marcy of Enid are interested in sharing their operations information with Guthrie now that the Guthrie CVB is separate from their Chamber of Commerce.

Board comments. Commissioner Patel noted that many local events are dependent on CVB funding. Mayor Steven J. Gentling requested identifying metrics and information collection about events to measure their success. Commissioner Patel noted that the City of Guthrie provides a lot of services to events. Commissioner Cordis noted clearer guidelines are needed to ensure dollars are spent as they are intended to be spent. Commissioner Fortney suggested setting some concrete criteria for funding applicants and suggested making a once per year deadline for all event requests. Commissioners discussed the economic impact potential of sports complexes.

Adjournment. The meeting adjourned at 1:02 PM.

Andrea Post
Interim Tourism Coordinator