

## CONVENTION AND VISITOR BUREAU ADVISORY BOARD MINUTES

March 20, 2017

The regular meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted Thursday, March 16, 2017, before 5:00 PM. The meeting was held March 20, 2017 at Guthrie City Hall.

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

Members Absent: James Long  
Jason Smedley

Ex-Officio Present: Steven J. Gentling\*

Ex-Officio Absent: Sharyl Padgett

Also Present: Leroy Alsup, Andrea Post, Heath Shelton, Van French, Heady Coleman, Chris Neal, Cindy Morris

**Call to Order.** The meeting was called to order on Monday, March 20, 2017 at 5:30 PM. Five board members and one ex-officio were present, and staff member Andrea Post declared a quorum. \*Steven J. Gentling arrived at 5:31 PM

**Public Comments.** None

**Approval of previous minutes.** Commissioner Fortney moved to approve the minutes of the CVB Advisory Board from February 27, 2017. Commissioner Monahan seconded the motion. Minutes were approved unanimously.

**Financial status.** Andrea Post presented the latest financial report prepared by City Treasurer Kim Biggs and City Manager Leroy Alsup. City Manager Alsup reminded the Commissioners that the Hotel/Motel fund balance is going before City Council on March 21<sup>st</sup> to hire a full-time Tourism Director, mentioned some proposed duties, and reassured the Commissioners that it the decision will not impact the Marketing or Special Events budgets for FY17.

**Pollard Theatre Sponsorship.** Andrea Post and Commissioner Cordis reported that the Board proactively spent \$3500 from the Marketing budget in FY16 on a sponsorship of Pollard Theatre. Van French explained this year's request for \$5,000, explained the need for support from the purchase of the Pollard building, noted the opportunity for a 1-to-1 match of funds up to \$50,000, described sponsorship options and other supporters (including John Vance, Oklahoma Arts Council, individuals, and the Kirkpatrick

Foundation), and clarified that the City of Guthrie is mentioned in the pre-show announcement, the City logo is shown on the video in the lobby, and offered other advertising in exchange for the sponsorship. Commissioner Fortney moved to table the item pending a marketing plan or official return on \$5,000 in sponsorship of the Pollard. Commissioner Monahan seconded. Motion passed unanimously.

**Territorial Capital Sports Museum Sponsorship.** Andrea Post reported on the FY16 sponsorship. Leroy Alsup, City Manager, reported that the Marketing budget currently had a balance of \$40,000. Mayor Gentling and Dan Newton discussed the reasoning and approach of the CVB for providing sponsorship in FY16. Heath Shelton clarified that the Territorial Capital Sports Museum receives free sponsorship through GTV20. Commissioner Monahan requested the number of visitors to the museum. Commissioner Monahan moved that the item be held until April and requested the attendance of Richard Hendricks at that meeting. Commissioner Patel seconded the motion. Motion passed unanimously.

**Chris Neal's Future Stars Calf Roping Application for Event Support.** Chris Neal gave information about the event and confirmed that the City of Edmond is also a sponsor, but that the host hotels for the event are still in Guthrie (Sleep Inn and Hampton Inn) as for the Rising Stars Calf Roping event last fall. He also clarified that this is the third year of the five-year contract, and provided some attendance numbers including proof of growth. Heath Shelton clarified that the Lazy E only promotes the City of Guthrie at the events Lazy E specifically hosts. Chris Neal explained advertising options including ads in Cowboy Times, National High School Rodeo News, Rodeo News, and 30 or 45 second spot commercials are available to higher-level sponsors, as well as an option to place the logo on a trailer and advertisement on the video board, and that his organization spends over \$6,000 in advertising that runs approximately 4 months per event. He noted that their website lists hotels and rates to help drive attendees to specific locations, and that the Commissioner Monahan moved to reimburse for \$2,000 in event support of hotel rooms in Guthrie for Future Stars Calf Roping on Memorial Day weekend. Commissioner Newton seconded. Heath Shelton clarified that the motion does not include advertising for Guthrie. Chris Neal noted that the logo is already on the website and advertising, but that would not include a logo on a trailer, chloroplast banners or an advertisement on the video board. Motion passed unanimously.

**Red Brick Nights Application for Event Support.** Gregory "Heady" Coleman clarified the City of Guthrie could write checks directly to bands and staging, and noted that fundraising efforts were already in process and several local sponsors have agreed to provide support. Commissioner Fortney clarified that Calvin Hoover paid for the Independence Day Fireworks Show. City Manager Leroy Alsup explained the City Council may choose not to waive the liability insurance requirement for the event as occurred last year, and that liability insurance is estimated to be about \$2,000 (\$1,776.26). Mayor Gentling and Commissioner Fortney expressed support for the event due to the positive impact on community culture. Commissioner Cordis moved to pay up to \$5,000 for staging up to \$2,000 for insurance subject to approval of the Exclusive Use application, obtaining special event insurance, and documentation of other financial commitments to make up the difference in funding needed to successfully produce the event. Commissioner Patel seconded the motion. Motion passed unanimously.

**'89er Days Celebration Social Media Giveaway Promotion.** Heath Shelton proposed a Chuck Wagon Giveaway package with four (4) tickets (\$10 for adults, \$6 for children 12 and under) to the Chuck Wagon Feed and four (4) '89er Days buttons for a total cost of \$60; a Carnival Giveaway package with four (4)

carnival wristbands that cost \$20-25 each and a possible voucher for carnival vendors; and a Rodeo Giveaway packet with \$5 Rodeo tickets or packet of 8 Rodeo tickets for \$40 and including a voucher for Guthrie High School band concession stand at the Rodeo. Commissioner Monahan moved to approve up to \$200 to create one package each for Chuck Wagon, Carnival, and Rodeo Social Media Giveaways. Commissioner Cordis seconded the motion. Motion passed unanimously.

**Social Media Pages.** Heath Shelton reported he is conducting research and collecting data on CVB social media efforts and impact. Commissioner Fortney explained that Instagram is the only Social Media tool dedicated to CVB, while Facebook and Twitter accounts are tied in with the City of Guthrie's resident information, and proposed a dedicated page for tourism/CVB posts. City Manager Leroy Alsup discussed unified branding efforts. Heath Shelton reported that Facebook receives more traffic on Saturday and Sunday between 12:00 p.m. and 1:00 p.m., Thursday and Friday between 1:00 p.m. and 4:00 p.m., and Wednesdays at 3:00 p.m.; for Twitter, between Wednesday at noon and between 5:00 and 6:00 p.m., and Monday and Friday from noon to 3:00 p.m. and at 5:00 p.m. Heath Shelton also recommended switching the Instagram account to a business account in order to gather these analytics. Andrea Post introduced Cindy Morris, who had been managing the City of Guthrie Instagram account, who explained the history of her involvement with the account. Commissioner Cordis clarified that posting staff will need oversight, direction, and education on the City of Guthrie social media policy.

**Revision of "Application for Event Support" Form.** Andrea Post reviewed suggested changes to the form (including layout changes, increasing the lead time on application due dates to 60 days, budget reporting requirements, intention to submit an Exclusive Use application, and clarifying post-event reporting requirements as well as extending this deadline) and requested feedback. City Manager Leroy Alsup noted staff would be tracking the City's in-kind support of events going forward and recommended handling a suggested requirement of having an event representative present administratively rather than making it a formal requirement.

**Lazy E Arena Sponsorship Agreement.** Heath Shelton distributed a list of 2017 events and estimated attendance, demographics, and estimated spending. He reported that the City of Guthrie has a full page ad in their Timed Event publication, an 8'x32' billboard at the top/center of the arena, on the brochure, a preferred hotel list on the Lazy E website and link to Guthrie CVB, 4 Guthrie banners in the arena, two announcements read by the PA, and the Guthrie logo on a flag that is ridden around the arena, as well as two VIP tickets and two parking passes. He also noted the contract allows Guthrie CVB to have a rack card/kiosk and up to 3,000 flyers placed in the seats (neither of which have been provided by Guthrie so far), as well as a 30-second video commercial. An updated commercial produced by Aaron Ryburn of GTV20 was shown to the CVB, and the PA announcement was read to the board. City Manager Leroy Alsup suggested finding a voice known to the Rodeo community to do announcements and audio work for the advertising. Commissioner Cordis requested that staff find out when the print ad can be changed. Heath Shelton recommended placing flyers with details about upcoming Guthrie events in the seats at Lazy E going forward.

#### **Advertising Opportunities.**

- a. **Print media.** Heath Shelton reported he is waiting on responses from Frontier Country on their advertising rates for the top three magazines previously discussed.

- b. Web advertisements.** Andrea Post has been working to update listings online. Commissioner Cordis mentioned the top three results from her Google search were TripAdvisor, TravelOK, and Yelp, and asked if these listings could be updated. Andrea Post explained an advertising opportunity through [www.HistoricGuthrieOK.com](http://www.HistoricGuthrieOK.com)
- c. TravelOK Road Shows.** Andrea Post reviewed an opportunity for Guthrie to be represented at companies with TravelOK. The consensus is for staff to attend a few of these events to gauge the success.
- d. Billboards.** Heath Shelton reported that some local businesses have been asking about the location of the proposed shared billboard.

**Frontier Country Travel Map.** Andrea Post reported that this map has been sponsored by Stacy Staton of Rick's Fine Chocolates and Coffees, and will be available at Travel Stops and Frontier Country events. It will feature a list of local attractions and a newly created map that may be available for future Guthrie Tourism publications.

**Redbud Awards.** Andrea Post reported that Cierra Graham completed and submitted the application and supplemental packet for the Redbud Awards – Best New Event.

**Future Items.** Pollard Theatre Sponsorship, Territorial Capital Sports Museum Sponsorship, Application for Event Support Form, Brochure revisions.

**Staff Comments.** Heath distributed 25 surveys at the Land Run 100 Bike Race and 200 at the Lazy E Timed Event, but the response rate is very poor. Mayor Gentling requested accountability on the development of the survey by OSU.

**Board Comments.** None.

**Adjournment.** The CVB meeting was adjourned at 8:10 p.m.