

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MEETING
Monday, April 17, 2017

The regular meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted Wednesday, April 12, 2017, before 5:00 p.m. The meeting was held Monday, April 17, 2017 at Guthrie City Hall in the 3rd Floor Conference Room.

Members Present: Cathie Cordis Justin Fortney Mike Monahan
Dan Newton H.C. Patel James Long
Steven J. Gentling, Ex-Officio

Members Absent: Jason Smedley Sharyl Padgett, Ex-Officio

Also Present: Leroy Alsup Andrea Post Heath Shelton
Richard Hendricks Calvin Hoover Lisa Hoover

Call to Order. The meeting was called to order on Monday, April 17, 2017 at 5:30 p.m. Six board members and one ex-officio member were present, and staff member Andrea Post declared a quorum.

Public Comments. None

Minutes from March 15, 2017. Commissioner Fortney moved to approve the minutes as presented. Commissioner Patel seconded the motions. Minutes were approved unanimously.

Minutes from March 20, 2017. Commissioner Newton noted that he was present at the meeting. Commissioner Fortney moved to approve the minutes amended to include Commissioner Newton as present. Commissioner Monahan seconded the motion. Minutes as amended were approved unanimously.

Chairman Long arrived at 5:32 p.m.

Financial status. Andrea Post presented a balance of approximately \$39,000 for Marketing and \$2,500 for Special Events. Andrea reported that there will be more Facebook promotions, branded giveaway items, brochures, a possible advertisement in Oklahoma Travel Guide, Frontier Country advertising and marketing, and some additional TravelOK Road Shows that will be coming out of the Marketing budget, as well as additional payments for the contract with Lazy E Arena.

Pollard Theatre Sponsorship. Heath Shelton reported the Pollard Theatre will include Guthrie's logo on live links on their website, on their YouTube Channel, billboards, Facebook and Instagram posts, rack cards (14,000 general information plus 1,000 per show), 100 posters, and email list of 12,000. Also discussed was a full-page ad in show programs, a seasonal Guthrie video that can play in the lobby, announcements to see other attractions prior to each show, and tickets to events (24 weekends out of the year). Commissioner Patel suggested asking hotels about overnight stays generated through shows. Heath Shelton will get a deadline for an advertisement in the program. Commissioner Cordis moved to sponsor the Pollard Theatre at \$5,000. Commissioner Fortney seconded the motion. Commissioners Cordis and Fortney voted aye; Chairman Long and Commissioners Newton, Patel, and Monahan voted nay. Motion

did not pass for lack of a majority. Commissioner Fortney moved for staff to approach the Pollard Theatre about rack cards, full page ad in program, and video for the lobby for \$3,500. Commissioner Monahan seconded the motion. Motion carried unanimously.

Mayor Steven J. Gentling arrived at 5:47 p.m.

Territorial Capital Sports Museum Sponsorship. Richard Hendricks explained the museum is a 501c3 non-profit, has a 20-year history, and is recognized as the official Sports Museum of Oklahoma. Over 2,000 visitors have visited the museum since January with 350 coming from out-of-state and mention seeing the highway signage. He mentioned the museum is involved in a character building program for youth, hosts several events including many famous and notable athletes, and that the deed for the property and collection is owned by the association board. Sponsorship is used for 2500 rack cards and the highway signage on I-35. He also explained the financial status of the museum and compensation currently provided for staff, as well as plans for future financial stability. Commissioner Newton moved to support the Territorial Capital Sports Museum at the same levels as in 2016 (\$2,000 and \$328). Commissioner Patel seconded the motion. Motion carried unanimously. Richard Hendricks confirmed that the Territorial Capital Sports Museum is not at risk for being moved and that he would use the CVB/Guthrie logo on future rack cards.

2016 Territorial Christmas post-event report. CVB Commissioners discussed the report provided from the 2016. City Manager Alsop noted the ending balance for the event and suggested the balance be taken into account during the next year's funding request.

Funding of insurance for July 2017 Fireworks Show. Calvin Hoover of Fireworkz A Poppin' reported the show costs him approximately \$15,000, explained the quote cannot be completed until 30 days prior to the event, noted the agreement for use of school property is in process and is acceptable to Dr. Mike Simpson, passed out proof of liability insurance, informed the CVB that there will be two inflatables on site this year. Commissioner Patel requested that the Guthrie Chamber of Commerce be named as an additional insured as well as Guthrie Public Schools, City of Guthrie, GuthrieAmerica, and Fireworkz A Poppin'. Commissioner Fortney moved to approve up to \$2,000 in insurance. Commissioner Patel seconded. Commissioners Fortney, Patel, Newton, Cordis, and Chairman Long voted aye. Commissioner Monahan abstained. Motion carried.

Social Media pages. Heath Shelton reported on responses to posts on the City of Guthrie Facebook page and recommended separating the Tourism page from the City's page. Commissioners discussed the importance of posting regularly on Facebook. Heath Shelton discussed the reach and impressions from the Oklahoma '89er Days Celebration giveaway posts. Commissioners discussed reactivating the Instagram account and posting frequently, and staff agreed to post photos to Instagram starting immediately.

Revised Application for Event Support. Mayor Gentling suggested changing the requirements to request all applications by a certain date each year to assist the budget process. Commissioner Patel suggested moving the application deadline to 90 days prior to the event. Commissioner Fortney moved to approve

the form with a change of the application deadline to 90 days prior to the event. Commissioner Newton seconded the motion. Motion was approved unanimously.

Advertising opportunities. Andrea Post notified the CVB about Frontier Country's Marketing Expo on Thursday, April 20th and will report back on advertising options presented. Heath Shelton reported the results of the TravelOK Road Show at QuikTrip in Tulsa on April 11th. Andrea Post explained there is another TravelOK Road Show coming up at Phillips66 in Ponca City and that the cost for a booth at the show is \$175, and that there will be other road shows in the future including one in McAlester at the ammunition plant/armory. Commissioner Cordis notified the board she would be willing to attend these shows if needed and expressed a need for tracking effectiveness of these events.

Future items. Andrea Post will prepare a 6-month report to include shifting funds to the Special Events line item and notified the board that she is working on branding and a new logo.

Staff comments. Andrea Post reported she visited with the Lazy E and has provided them with flyers to pass out about summer events and is examining moving a rack for travel information and brochures to the location. She noted she will be attending an upcoming Media Blitz on April 25-26 and will visit Tulsa, Vinita, Miami, Joplin, Springfield, and possibly Branson newspaper, radio and TV outlets. The Guthrie brochure is currently being updated, as well, and more brochures are needed. Andrea will be sending free event listings to the OKGazette for their summer guide and will be getting advertising costs, and Heath will be posting free event listings to TravelOK. Staff are waiting on a response from OSU about ending the OSU Tourism Study as it stands, as the response rate hasn't yielded enough data for analysis and there is negative feedback about the length of the survey instrument. Andrea noted there is a vacancy pending on the Convention and Visitor Board. City Manager Alsup reported that posting the Tourism Director position has not been posted and is low on the priority list.

Board comments. Commissioner Cordis asked that we move items up on the agenda when there are representatives present to speak about those items.

Adjournment. Meeting adjourned at 7:00 p.m.