

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MEETING

Monday, May 15, 2017

The regular meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted Thursday, May 11, 2017, before 5:00 p.m. The meeting was held Monday, May 15, 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
Sharyl Padgett, Ex-Officio

Members Absent: Steven J. Gentling, Ex-Officio

Also Present: Leroy Alsup Andrea Post Heath Shelton
Tom Webb Byron Berline

Call to Order. The meeting was called to order on Monday, May 15, 2017 at 5:30 p.m. Six board members were present, and Chairman James Long declared a quorum.

Public Comments. None

Minutes from April 17, 2017. Commissioner Cordis moved to approve the minutes as presented. Commissioner Newton seconded the motions. Minutes were approved unanimously.

Event Support - Oklahoma International Bluegrass Festival. Tom Webb of the Oklahoma International Bluegrass Festival (OIBF) presented the history of the festival, explained the need for funding and this year's festival budget, and noted the event's family-friendly focus and last year's attendance of 300 RVs.

Ex-officio member Sharyl Padgett arrived at 5:32 p.m.

He clarified that the event has a contract with the City of Guthrie to pay up to \$2000 for mowing, fencing, water and electricity use in support of the event, and that OIBF had worked with OG&E in the past to install electricity and other infrastructure in Cottonwood Flats in the mid-1990's. Andrea Post clarified that there is money in the Marketing budget or that staff could request a budget amendment to fund the request. Tom Webb confirmed that OIBF provides complementary passes, promotes Guthrie, and displays the Guthrie Tourism logo on publications in return for sponsorship, and also provides a table for sponsoring groups to have a representative promote on-site. Commissioner Fortney moved to approve \$2500 in sponsorship from the Marketing budget. Commissioner Patel seconded the motion. Motion was approved unanimously.

Tom Webb and Byron Berline left the meeting at 5:50 p.m.

FY17 Budget. Andrea Post presented an unencumbered balance of approximately \$31,752 for Marketing not including the \$2500 awarded to OIBF, \$75 for printing, \$4,152 for Special Events, \$5,113 for

Conventions and Trade Shows. Andrea reported she is awaiting encumbered expenses for the July Fireworks insurance, Chris Neal's Future Stars Calf Roping, and Red Brick Nights Staging. Leroy Alsup asked that the financial tracking spreadsheet be updated to include personnel costs. Andrea Post noted that Guthrie Escape reported they would apply for \$3,000, and National Little Britches Rodeo reported they would not be applying for event support funding. She also explained that she calculated spending funds for the second half of the fiscal year on more TravelOK Road Shows, branded items with a new logo, social media giveaways, memberships to OTIA, DMAO, and IFEA, orders of brochures, renewal of the website and potential for changing the domain name, social media consultation, banners, rack cards and pull-off maps, and a billboard.

Terminate contract for OSU Traveler's Profile and Destination Image Study. Commissioners reviewed the letter from OSU offering termination of the contract for the OSU Traveler's Profile and Destination Image Study. Commissioner Monahan moved to recommend that the City Manager terminate the contract. Commissioner Patel seconded the motion. Motion was approved unanimously.

2017 Oklahoma '89er Days Celebration Post-Event Report. Commissioner Monahan, who served on the 2017 Oklahoma '89er Days Celebration committee, presented information about this year's event, including the impact of the weather on the carnival and vendors, as well as challenges in placement of the carnival in downtown. He explained advertising expenditures as well as charges for water hookups for vendors. He noted that the American Legion owns the rights to the name and is working on placement of the carnival for 2018, and that he recommended to the American Legion that they shorten the event until the economy improves.

National Little Britches Rodeo Marketing and Advertising. Andrea Post reported that the National Little Britches Rodeo Association (NLBRA), as an offer of goodwill, is allowing Guthrie an ad in this year's publication that is distributed to the NLBRA Finals participants and members of the organization. Andrea will be building this ad. She also explained that she will bring this item before the Convention and Visitor Board again in June about providing some funding for buses to bring NLBRA Finals participants to Guthrie for Red Brick Nights the evening of July 1st.

Tourism Logo. Commissioners discussed options for a new Tourism logo. Commissioners advised staff to move forward with a new logo based on the City of Guthrie logo's design and color at the cost of \$200.

Tourism Website. Andrea Post discussed options for a different domain name for Guthrie's Tourism website. Commissioners discussed the importance of a mobile-friendly site and directed City staff to explore negotiating purchasing www.guthrieok.com from the Chamber of Commerce.

Advertising opportunities. Andrea Post reported that Cathie Cordis is planning to attend the McAlester Ammunition Plant TravelOK Road Show and noted she is providing \$50 gift cards from local businesses from each TravelOK giveaway drawing. Andrea Post also provided information about Certified Folder Display, including a 6-month rate for advertising in locations by region. Commissioners recommended staff to revisit this for the next Fiscal Year and asked for additional information on other regions and ways to track responses, such as downloading informational app. Heath Shelton reported that since the Instagram account has been reactivated, he has posted approximately 8 times, with each post generating

around 12,000 impressions and reaching 940 people. Commissioners and staff discussed traffic on the City of Guthrie Facebook page, as well as benefits and concerns about separating government and tourism pages. Commissioners recommended that staff to explore the option of changing the City's Facebook page name to something dedicated to Guthrie Tourism and launching a new page for City government in order to keep current followers. Commissioner Newton requested monthly information from Jason Smedley on attendance data from Red Brick Nights and other events as made available through WiFi.

Future items. Andrea Post will discuss National Little Britches Rodeo.

Staff comments. City Manager Leroy Alsup discussed the City's budget and announced that Andrea Post has been moved to Tourism Director, and is combining the Administrative Assistant positions, and will continue to use Heath Shelton on a part-time basis. He also said Tourism and the Chamber of Commerce will be moving to the 2nd floor, where the entryway will be renovated to a double-door entry rather than a window. Andrea and Heath reported going to the Frontier Country 2018 Advertising and reported winning a free Media Blitz and a free blog post. Heath showed reported on his attendance of the recent Frontier Country Media Blitz, which visited the Tulsa World, Sapulpa Daily Herald, Vinita Daily Journal, and Miami News Record, as well as iHeart Radio in the Springfield area. Packets were also mailed to the Joplin Globe. News releases and broadcasts were provided or recorded at each location. Heath also attended the TravelOK Road Show at Phillips66. Andrea will be attending the OTIA Conference on Tourism and Red Bud Awards.

Board comments. Commissioner Patel asked staff to follow up with hotels about occupancy during the Border Bash rodeo. Chairman Long recapped the high costs of in-kind services provided by the City as well as the funding support from CVB given to events, and would love information about the economic impact of these events to help determine return on support in the future. City Manager Alsup reported he has requested reports from department heads on history of overtime and hours spent on events.

Adjournment. Commissioner Monahan moved to adjourn. Commissioner Fortney seconded the motion. Meeting adjourned at 7:04 p.m.