

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MEETING
Monday, June 19, 2017

The regular meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted Thursday, June 15, 2017, before 5:00 p.m. The meeting was held Monday, June 19, 2017 at Guthrie City Hall in the 3rd Floor Conference Room.

Members Present: James Long Cathie Cordis H.C. Patel
 Mike Monahan Dan Newton Verla Raines
 Steven J. Gentling, Ex-Officio (arrived at 5:36 p.m.)

Members Absent: Justin Fortney Sharyl Padgett, Ex-Officio

Also Present: Leroy Alsup Andrea Post Heath Shelton

Call to Order. The meeting was called to order on Monday, June 19, 2017 at 5:31 p.m. Six board members were present, and Chairman James Long declared a quorum.

Public Comments. None

Minutes from May 15, 2017. Commissioner Cordis moved to approve the minutes as presented. Commissioner Newton seconded the motions. Minutes were approved unanimously by those present.

Current Financial Status. Staff member Andrea Post reported that the current balances is approximately \$29,000 for Marketing, \$4,000 for Special Events, and \$5,000 for Conventions and Trade Shows. City Manager Leroy Alsup reported that \$10,000 is now available from Professional Services following the end of the OSU Traveler's Profile study.

FY17 Budget Amendment.

Ex-officio member Steve Gentling arrived at 5:36 p.m.

Andrea Post proposed moving the \$10,000 remaining in Professional Services to \$1500 toward Professional Development to include site visits and other training, \$2000 to Special Events, \$1550 toward Equipment/Materials, and the remaining \$4950 to Marketing Supplies. Chairman James Long clarified that the current budget will carry through September 30, 2017.

Digital Camera. Andrea Post explained the benefits of having a high-quality digital camera for taking high-quality still images for Marketing and Advertising purposes. Cathie Cordis asked that there be a limited number of users for the camera and equipment, if purchased. Board members and staff discussed value and costs of the camera packages presented.

FY17 Budget Amendment. Andrea Post clarified that amending the budget as proposed with the categories of Professional Development and Equipment/Materials does not necessarily mean they automatically approve the proposed breakdown of funding use for these areas. Commissioner Cordis

moved to approve the proposed budget amendment. Commissioner Patel seconded the motion. Motion was approved unanimously by those present.

Guthrie Escape Post-Event Report. Commissioners reviewed the report and information provided by Guthrie Escape for the 2016 event, including logo use on advertising and invoices for television advertising.

Chris Neal's Future Stars Calf Roping Post-Event Report. Commissioners reviewed the invoices and information supplied by Chris Neal from the event. Commissioner Monahan reported attending the event and requested information on additional rooms booked beyond the rooms reimbursed by Guthrie CVB. Chairman Long requested that staff pursue additional visitor data from local businesses related to the attendance based on the schedule of Lazy E events.

Digital Camera. Commissioner Patel moved to approve the purchase of a digital camera and accessories for \$1549 from Amazon.com. Commissioner Monahan seconded the motion. Commissioners Patel, Monahan, Newton, Cordis, and Raines voted aye. Chairman Long voted nay. Motion passed by majority vote.

National Little Britches Rodeo Association Finals Bus Sponsorship. Andrea Post discussed costs, capacity of buses, and options for sponsoring two buses to bring guests from the Lazy E to Red Brick Nights on July 1st. Commissioners discussed concerns about timing, since the rodeo finals event does not begin until July 4th, and whether or not there would be enough interest. Commissioner Monahan moved to decline sponsorship of buses for bringing National Little Britches Rodeo Association Finals guests from the Lazy E to Red Brick Nights. Chairman Long seconded the motion. Commissioners Monahan, Long, Cordis, and Raines voted aye to decline sponsorship. Commissioner Newton voted nay. Commissioner Patel abstained from voting.

Promotional Products. Chairman Long explained the request is for a chocolate bar mold from Rick's, \$1000 stylus pens, 500 printed glossy bags, die-cut glossy stickers, bottled water, postcards, and mints for giveaways at travel shows, visitor packets, etc. Commissioner Cordis recapped her experience with giveaway items at the McAlester Road Show. Staff member Andrea Post passed around samples of visitor welcome packets. Commissioners discussed options for giveaway items. Commissioner Cordis moved to approve the purchase of items as presented. Commissioner Newton seconded the motion. Motion was approved unanimously by those present.

Social Media Pages. Staff member Heath Shelton discussed his findings related to the number of likes, follows, and other engagement data from the past month. Chairman Long noted that popular posts included posts related to the Smallest National Park, opening of the municipal swimming pool, and Heath's visit to Ponca City. Heath reported he plans to post once a week for CVB and uses a tool called CoSchedule for posting.

Future items. Commissioner Monahan asked to see a preliminary budget for the FY18. Andrea Post reported she will have the Guthrie Escape application for event support and another application for a miniature bullriders association event at the Lazy E. Chairman Long asked to discuss future advertising

options at the Lazy E and future restructuring of the event funding program, including research of what other communities do.

Staff comments. Staff member Andrea Post thanked the board for sending her to OTIA, reported on winning the merit award for Best New Event - Red Brick Nights. She explained the Passport program for National Little Britches Rodeo, where participants may get a card stamped by participating local businesses and turn it in at Guthrie's welcome table for a prize. She hopes this will drive traffic into town, be a fun activity for participants, and will yield some data about interests of visitors. Andrea also gave a report on the status of the acquisition of www.guthrieok.com, which is still in process. Heath gave a report on attendance of May and June Red Brick Nights, as well as the reach and region of traffic visiting the Facebook page. He noted that Oklahoma City had the largest following, and that followers are mostly women between ages 25-34, and fans are between ages 35-44.

Board comments. Commissioner Cordis reported on the McAlester Ammunition Plant Road Show, which occurred in conjunction the Founders Day Celebration. She said she spoke to around a couple hundred visitors. Many of them showed great interest in items from local merchants including the Pollard, Treasures and Books, antiques, and licorice, and many asked about activities for children. Chairman Long noted that the Edmond Sun recently published an article about Red Brick Nights.

Staff comments. Staff member Heath Shelton reported that two ads ran in Rodeo News promoting camps at the local Logan County Fairgrounds Arena and for Red Brick Nights. Heath reported that GTV20 staff member Aaron Ryburn's Guthrie Artist Showcase piece on Facebook had 2700 views and a reach of over 6000 people.

Board comments. Commissioner Monahan noted the popularity of the Wicked Hangry food truck at the recent Lazy E Event, and asked about recruiting them for local events.

Adjournment. Commissioner Monahan moved to adjourn. Meeting adjourned at 7:06 p.m.