

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

The regular meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted Thursday, July 13, 2017, before 5:00 p.m. The meeting was held Monday, July 17, 2017 at Guthrie City Hall in the 3rd Floor Conference Room.

Members Present: Cathie Cordis Justin Fortney Mike Monahan
H.C. Patel Verla Raines

Members Absent: James Long Dan Newton
Steven J. Gentling, Ex-Officio Sharyl Padgett, Ex-Officio

Also Present: Andrea Post Heath Shelton Cherie Gorden Leigh Leary
Nell Thalasinis

Call to Order. The meeting was called to order on Monday, July 17, 2017 at 5:30 p.m. Five board members were present, and Tourism Director Andrea Post declared a quorum.

Public Comments. None

Minutes from June 19, 2017. Commissioner Monahan moved to approve the minutes as presented. Commissioner Patel seconded the motion. Minutes were approved unanimously by those present.

Discussion of current financial status. Staff member Andrea Post reported a balance of approximately \$6,400 for Special Events, \$31,200 for Marketing, \$1,400 for Professional Development, and \$5,194 for Conventions/Trade Shows.

Event Support – 2017 Guthrie Escape. Cherie Gorden of Guthrie Escape explained this year’s event would be hosted September 30 through October 1st (the weekend before the Oklahoma International Bluegrass Festival) and would feature 40 artists, 8 to 9 food vendors, 7 to 8 wineries, a children’s area and tent at Wentz & Broad, and stages with live music. She explained that the \$4,000 requested would be used for increased advertising and specifically mentioned this year’s funds would be used for television advertising. Mrs. Gorden also confirmed that she would include Guthrie’s logo in their advertising, and said she could allow Guthrie brochures and general tourism information at their registration booth. Commissioners requested merchant feedback and data be included in the post-event report. Commissioner Cordis moved to approve \$4,000 in sponsorship from the Special Events budget. Commissioner Patel seconded the motion. Motion was approved unanimously by those present.

Event Support – 2017 International Miniature Bullriders Association World Finals. Tourism Director Andrea Post recommended tabling this item to await more information to fulfill the requirements of the application as requested from the applicant. Commissioner Fortney moved to table the application until the August meeting.

Event Support – 2017 Territorial Christmas Celebration. Territorial Christmas representative Leigh Leary noted this year’s event would feature the Opening Night Parade and Ceremonies on Saturday, November 25th beginning at 6:00 p.m., the Homes Tour on Saturday, December 9th at 10:00 a.m.-4:00 p.m., and the Victorian Walk evenings featuring live window displays on December 9th and 16th from 5:00 – 9:00 p.m. She explained that this year’s tree lighting, which was funded in 2016 through \$8,000 in Hotel/Motel Tax funds as approved by the Convention and Visitor Board, will be funded this year through fundraising including a Gala event and a Christmas Tree Auction, and that the event receives no grant support, nor does the event have any large corporate sponsors. Ms. Leary explained the \$10,000 of Hotel/Motel Tax funds requested this year, if awarded by the Convention and Visitor Board, would be used for advertising, including \$6,400 in television advertising (15-second commercials) on KFOR and KAUT November 20th through December 11th.

Due to lack of adequate remaining Special Event funds in the FY17 Hotel/Motel Tax Fund, item was tabled until the City Council approves the FY18 Budget.

Christmas Lights. Tourism Director Andrea Post recommended tabling this item to await information from Chairman James Long, who requested this agenda item.

Advertising Opportunities. Tourism Director Andrea Post presented information on the American Bus Association (ABA) Marketplace Booth Co-op agreement with TravelOK. Commissioner Monahan moved to approve up to \$1,000 for the ABA Booth Co-op opportunity. Commissioner Cordis seconded the motion. Motion was approved unanimously by those present. Tourism Director Andrea Post presented information on the Group Travel Trade partnership program through TravelOK. Commissioner Cordis made a motion to approve \$750 for the Group Travel Trade partnership program. Commissioner Monahan seconded the motion. Motion was approved unanimously by those present. Tourism Director Andrea Post presented information on advertising opportunities with Frontier Country Marketing Association, including print advertising, television advertising, consumer shows, and media blitzes. Commissioners asked staff to clarify how much marketing material is allowed to be brought to consumer shows. Commissioner Cordis moved to recommend that staff attend the consumer show in San Antonio September 30 through October 1st. Commissioner Monahan seconded the motion. Motion carried unanimously by those present. Commissioner Raines moved to recommend that staff attend Media Blitzes #1 (East I-40 & northeast Oklahoma) and #2 (West I-40 & southwest Oklahoma). Commissioner Fortney seconded the motion. Motion carried unanimously by those present. Tourism Director Post presented information about a print advertising opportunity in the 2018 TravelOK Guide. Commissioners discussed options and asked staff to research the purchase of a full page ad with the cost split by local merchants and bring back results to the August meeting. Tourism Director Post explained the Brochure Fulfillment and Brochure Distribution programs offered through TravelOK. Commissioner Monahan moved to approve up to \$50 per month in postage costs for participation. Commissioner Patel seconded the motion. Motion was approved unanimously by those present.

Event Support. Commissioner Fortney recommended tabling this item until August for staff to investigate how much input the City Council wants from the Convention and Visitor Board related to restructuring this program.

Draft FY18 Budget. Commissioners recommended tabling this item due to the length of this meeting and to await internal discussion by City staff.

Social Media pages. Tourism Coordinator Heath Shelton reviewed the information he provided to the Commissioners related to Red Brick Nights attendance, Social Media reach and responses to posts.

Future items. Commissioner Fortney suggested focusing on the Event Support and other tabled items (Event Support for 2017 International Miniature Bullriders Association, Christmas Lights, and TravelOK Guide Ad).

Staff comments. Staff and Commissioners discussed that the impact of the National Little Britches Rodeo (NLBRA) Finals at the Lazy E was very positive. Staff reported that very few “Passports” were returned, and recommended not pursuing a similar project next year. Tourism Coordinator Heath Shelton recommended staff hold an internal meeting with the City Manager and Chamber of Commerce to define roles.

Board comments. Commissioner Monahan reported that he attended the NLBRA Finals, and that the new NLBRA Queen is from Oklahoma.

Adjournment. Commissioner Monahan moved to adjourn. Commissioner Patel seconded the motion. Meeting adjourned at 7:42 p.m.