

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MEETING

Monday, September 18, 2017

The regular meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted Thursday, September 14, 2017, before 5:00 p.m. The meeting was held Monday, September 18, 2017 at Guthrie City Hall in the 3rd Floor Conference Room.

Members Present: Cathie Cordis Mike Monahan Verla Raines
Dan Newton H.C. Patel

Members Absent: James Long Justin Fortney
Sharyl Padgett, Ex-Officio Steve Gentling, Ex-Officio

Also Present: Andrea Post Heath Shelton

Call to Order. The meeting was called to order on Monday, September 18, 2017 at 5:30 p.m. Five board members were present, and Tourism Director Andrea Post declared a quorum.

Public Comments. None.

Minutes from July 17, 2017. Commissioner Monahan moved to approve the minutes as presented. Commissioner Newton seconded the motion. Minutes were approved unanimously by those present.

Discussion of current financial status. Staff member Andrea Post reported an unencumbered balance of approximately \$31,454 for Marketing, \$2,415 for Special Events, \$597 for Professional Development, and \$5,544 for Conventions/Trade Shows.

Discussion and possible action on t-shirt sponsorship for the Oklahoma Teen Book Convention. Tourism Director Andrea Post provided an estimate for t-shirts from Body Billboards and a request letter from Samantha Stewart of the Oklahoma Teen Book Con for review. She explained that the group is organized through the Oklahoma Department of Libraries, and has requested sponsorship of up to 100 volunteer t-shirts at \$995, but that it was estimated fewer shirts would be needed. The event will be hosted October 28th at the Guthrie Scottish Rite Masonic Center. In exchange for the t-shirt sponsorship, the Guthrie Tourism logo would be featured on the back of the t-shirt. The hosting group estimates attendance this year will be close to 500 teens and 500 adults or family members. Commissioner Patel moved to approve up to \$1000 for t-shirts. Commissioner Raines asked that the logo be placed in a prominent position relative to logos of other sponsors, and seconded the motion of Commissioner Patel. Motion was approved unanimously by those present. Commissioner Patel asked staff to consider creating grab bags for the event. Commissioner Monahan requested a post-event report on number attendees and an estimate of hotel stays.

Discussion of FY18 Budget. Tourism Director Andrea Post explained the Hotel/Motel Tax Fund FY18 budget from Treasurer Kim Biggs. She reported the total estimate for Hotel/Motel Tax in FY18 of approximately \$190,000, with the 2/3 portion for Tourism approximately at \$126,790 without including

the fund balance from FY17. She then explained the proposed breakdown for FY18 line items, including \$750 for Professional Development, printing costs for office at \$75, \$39,704 for Marketing, \$18,000 for Special Events, and \$8,000 for Travel/Conventions/Tradeshows. She explained that money can be moved from Travel/Conventions/Tradeshows to Special Events if necessary using a budget amendment.

Discussion and possible action on logo apparel. Tourism Director Andrea Post passed around a sample printed t-shirt from Body Billboards and explained she'd like to add www.guthrieok.com to the front of the shirt beneath the logo. She explained she received quotes for 12 shirts (2 small, 3 medium, 3 large, 3 extra-large, and one 2XL), and that Body Billboards came in at the lowest cost at \$182. Commissioner Monahan moved to approve the purchase of 12 printed t-shirts from Body Billboards. Commissioner Cordis seconded the motion. Motion was approved unanimously by those present.

Discussion and possible action on booth and display products. Tourism Director Andrea Post led a presentation with Aaron Ryburn, GTV20 Media, of a design and setup options for a booth at travel shows, trade shows, and expos. The proposed design includes cushioned, collapsible ottomans, a laptop stand, some literature display racks, and a printed collapsible background. Commissioners discussed color options, transportation concerns, and size considerations of the printed background. Commissioner Cordis moved to approve up to \$1500 to purchase items for new booth materials. Commissioner Newton seconded the motion. Motion was approved unanimously by those present.

Discussion and possible action on Event Support program. Commissioners reviewed the revised application, a new worksheet for applicants to report their budget, and an evaluation/scoring sheet. Commissioner Monahan recommended directly asking about overnight stays, host and overflow hotels, setting a specific, and quarterly deadline for applications. Commissioner Cordis considered adding receiving the application by the deadline to the metric. Commissioners and staff also discussed adding a \$5000 cap to requests, as well. Director Andrea Post said she would have a revised copy ready by the October meeting, and would work with Treasurer Kim Biggs to set appropriate quarterly deadlines for the application.

Discussion and possible action on autumn social media giveaways. Commissioners discussed options for giveaway packages for Guthrie Haunts Scaregrounds, Guthrie Escape, and Oklahoma International Bluegrass Festival. Commissioner Monahan moved to approve up to \$150 per event for each of the three events. Commissioner Cordis seconded the motion. Motion was approved unanimously by those present.

Discussion and possible action on TravelOK Road Show – Hilti, October 12th. Director Andrea Post reported that Guthrie Tourism can be present at this Road Show in Tulsa on Thursday, October 12th, for \$175, and that an additional video option is available for \$50. GTV20 Media Director Aaron Ryburn noted he has a video commercial available, and that he has a flat screen TV available to play video. Staff discussed creating a business card ad inviting visitors to turn the card in when they visit a local hotel in exchange for a welcome bag to help track response. Commissioner Monahan moved to approve \$175 plus travel expenses to send staff to the TravelOK Road Show in Hilti, Tulsa, October 12th. Commissioner Newton seconded the motion. Motion was approved unanimously by those present.

Discussion of Christmas Lights. Director Andrea Post relayed some details of Chairman James Long's message related to lighting of the downtown during Christmas. Commissioners and staff discussed the impact of lighting for draw, place-making, and ambiance, and that downtown businesses and community members need to be an active part of the discussion and process, as well as concerns about installation, and electricity costs. Guest Abby Ropp explained the efficiency of LED lights. Commissioner Cordis recommended initiating the conversation, but brought up concerns about empty buildings. Director Post mentioned the possibility of approaching other towns to see how they manage this kind of project.

Discussion of future items. Director Andrea Post listed the Event Support program, Territorial Christmas and application. Coordinator Heath Shelton mentioned the band instructor would attend to discuss the wind ensemble brochure. Commissioner Monahan mentioned the Military Veterans Rodeo Productions post-event report, Red Brick Nights post-event report, the Lazy E sponsorship agreement, and Christmas Lights. Commissioner Monahan requested discussion of an interactive mobile app. Coordinator Heath Shelton mentioned Tulsa and Norman uses mobile apps, and said he could speak with Norman CVB. Coordinator Heath Shelton mentioned a Facebook subscription-based data service.

Staff comments. Tourism Coordinator Heath Shelton gave a report on the Media Blitz, which visited Shawnee, Muskogee, and Tahlequah, and stopped at two radio stations and three newspapers with positive response. Director Andrea Post thanked Aaron Ryburn for creating and sharing an extensive media contact list, mentioned the website is still being updated and needs optimized for search engines, and gave an update on the brochure redesign. Heath Shelton mentioned the Worldwide Photo Walk is October 7th from 11:00 am – 3:00 p.m.

Board comments. Commissioner Monahan mentioned that the ATV Training Center building is up, and that the center may draw overnight visitors.

Staff comments. Tourism Director Andrea Post gave a report on the status of the 2018 Oklahoma Travel Guide Ad, and mentioned Sealed with a Kiss and Stables Café agreed to participate. She also reported that Rick's is opening a drive-through/to-go location. Director Post also noted that the website has been migrated to www.guthrieok.com and is looking for feedback from businesses on their listings, and mentioned that she's beginning research on a brochure redesign. She also mentioned that she is likely to put out calls for volunteers in the future. Tourism Coordinator Heath Shelton noted they counted approximately 2000 people at Guthrie Summer Streets, and that the event had grown from the prior year.

Adjournment. Commissioner Newton moved to adjourn. Commissioner Monahan seconded the motion. Meeting adjourned at 7:02 p.m.