

**CONVENTION AND VISITOR BUREAU ADVISORY BOARD MEETING**  
Monday, October 16, 2017

The regular meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted Thursday, October 12, 2017, before 5:00 p.m. The meeting was held Monday, October 16, 2017 at Guthrie City Hall in the 3<sup>rd</sup> Floor Conference Room.

Members Present:     Mike Monahan             H.C. Patel                     Verla Raines             Jeremy Maker

Members Absent:     Cathie Cordis             Justin Fortney             Dan Newton  
                                 Sharyl Padgett, Ex-Officio             Steve Gentling, Ex-Officio

Staff Present:             Andrea Post                     Heath Shelton

Guests Present:             Leigh Leary     Todd Barden                     Chris Neal                     Rob Blackburn

**Call to Order.** The meeting was called to order on Monday, October 16, 2017 at 5:30 p.m. Four board members were present, and Tourism Director Andrea Post declared a quorum.

**Public Comments.** Guests agreed to speak when the agenda item of interest to them was discussed.

**Discussion and possible action to appoint a Chairperson.** Tourism Director Andrea Post opened the floor for board members to make nominations for Chairperson. Commissioner Raines nominated Mike Monahan. Commissioner Patel seconded the motion. Motion was approved with 3 ayes to 1 nay (abstention of Monahan).

**Discussion and possible action to appoint a Vice Chairperson.** Commissioner Raines moved to table the item until November, when additional Convention and Visitor Board members may be present. Commissioner Patel seconded the motion. Motion carried unanimously by those present.

**Minutes from September 18, 2017.** Commissioner Patel moved to approve the minutes as presented. Commissioner Raines seconded the motion. Minutes were approved unanimously by those present.

**Discussion and possible action on application for Event Support – 2017 Territorial Christmas.** Guest Leigh Leary with the 2017 Territorial Christmas Celebration committee explained the group's event support request for \$10,000 for print and television advertising. She noted their quote for TV advertising was \$6,400, and included 148 15-second spots primarily in the morning (5:00 – 9:00 a.m. and around noon) on KFOR and KAUT starting from approximately November 17<sup>th</sup> or 18<sup>th</sup> through December 16<sup>th</sup>. She added that the additional funding would be dedicated for print advertising, and mentioned that the previous year's print advertising included ads in The Oklahoman, Wichita Eagle, Guthrie News Leader, Guthrie News Page, Logan County Courier, Tinker Takeoff, and Stillwater News Press.

**Discussion of Christmas Lights.** Director Andrea Post, Commissioners and Guest Leigh Leary discussed responsibility and scope of Christmas lights and decorations in the Downtown. Leigh Leary clarified that the Territorial Christmas Committee only does the tree lighting, and that she encountered some resistance to lighting of the downtown buildings from local business owners, some of which is due to costs.

**Discussion and possible action on application for Event Support – 2017 Territorial Christmas.** Director Post explained the FY18 budget for Special Events to the Commissioners. Commissioner Patel moved to approve \$7000 for print and television advertising for the 2017 Territorial Christmas Celebration. Chairman Monahan requested invoices for the advertising. Commissioner Maker seconded the motion. Motion was approved unanimously by those present.

**Discussion and possible action on application for Event Support – Chris Neal’s Rising Stars Calf Roping.** Guest Chris Neal explained that the Rising Stars Calf Roping would be coming to the Lazy E Arena again this Thanksgiving, and that his application was requesting \$3000 for hotel rooms for his employees for the event, and confirmed he was awarded \$2000 for the Rising Stars event in 2016. Guest Todd Barden explained that many Guthrie restaurants and Wal-mart receive business due to the event, and entries to the event have continued to increase. Mr. Neal also noted that Stacy’s Place caters the Thanksgiving dinner, confirmed that the event also applies to the City of Edmond for event support, and also explained that the Guthrie logo is on the website and trailer, in the event program, and in other advertising leading up to and during the event. Commissioner Raines moved to approve \$2500 in event support to be used at Guthrie hotels. Commissioner Maker seconded the motion. Commissioners Raines and Maker voted aye. Commissioner Patel and Chairman Monahan voted nay. Motion failed for lack of a majority.

**Discussion and possible action on State Wind Ensemble Brochure.** Guest Rob Blackburn, Director of Bands for Guthrie Public Schools, explained that the Guthrie High School Wind Ensemble was selected to perform at and attend the State Music Educators Convention on January 19 at the Tulsa Performing Art Center. He informed the Convention and Visitor Board that the Ensemble will perform at 7:00 p.m., followed by Broken Arrow High School Wind Ensemble and Oklahoma City University Wind Ensemble. He explained that he is putting together a program that will be handed out at this performance to all the attendees, and is requesting a minimum of \$100 to offset printing costs of the program. In exchange, he offered the inclusion of the Guthrie Tourism logo and some history of Guthrie in this program. Director Post requested that the article include the website [www.guthrieok.com](http://www.guthrieok.com). Tourism Coordinator Heath Shelton stated the group would be printing 2000-3000 copies, and that the information about Guthrie would take up a full page of this program. Coordinator Shelton explained that printing costs were expected to be around \$700. Commissioner Patel moved to approve \$200 for printing costs in exchange for the inclusion of the Guthrie Tourism logo and website. Commissioner Maker seconded the motion. Motion was approved unanimously by those present.

**Discussion and possible action on application for Event Support – Chris Neal’s Rising Stars Calf Roping.** Guest Chris Neal expressed concerns about other events receiving support and not generating local hotel stays and explained he has already expended a lot of advertising dollars to include the Guthrie logo in advertising. Director Andrea Post requested that Mr. Neal send her a package of advertising opportunities.

**Discussion and possible action on Lazy E Sponsorship.** Chairman Mike Monahan explained that in 2017, the CVB sponsored the Lazy E at \$10,000, broken up into quarterly payments, in exchange for advertising. Guest Todd Barden of the Lazy E explained the types of events hosted at the Lazy E. Mr. Barden noted they are asking to continue the \$10,000 sponsorship for 2018. Director Post explained some of the current marketing efforts underway to promote Guthrie at the Lazy E Arena, a status update on the use of the logo, and some of what she, City Manager Leroy Alsup, and Todd Barden had discussed to include in the 2018 agreement in their internal meeting. Todd Barden explained he is willing to be flexible in what is provided to benefit Guthrie even after the partnership agreement is signed. Commissioners Monahan and Patel requested a copy of the final, restructured contract that lists all the benefits received for sponsorship when the agreement is ready. Todd Barden noted he could help gather feedback and data, and explained the report he provided related to hotel stays. Chairman Monahan noted he liked the idea of Guthrie having a hospitality booth at events and tickets for Social Media giveaways. Director Post mentioned potentially creating Guthrie giveaways for the Lazy E's Facebook page. Commissioner Patel moved to table the contract until November (or until the final version is ready). Commissioner Raines seconded the motion. Motion passed unanimously by those present. Director Post explained she will need to clarify the length of the contract with City Manager Alsup.

**Discussion of current financial status.** Director Andrea Post reported that the City Treasurer Kim Biggs is preparing a budget amendment to roll over the balance of the Fiscal Year 2017 funds to this year, and that the Fiscal Year 2018 budget was adequate to cover the requests of Territorial Christmas and the State Wind Ensemble brochure printing.

**Discussion of Military Veterans Rodeo Productions Post-Event Report.** Director Andrea Post reported the \$2,500 approved for Military Veterans Rodeo Productions in Fiscal Year 2017 was dedicated as draw money for stock producers. The budget submitted by Jerry Casey with the post-event report gave a total of \$10,000 for these stock costs. Mr. Casey also provided proof of advertising and use of the Guthrie Tourism logo.

**Discussion of Red Brick Nights Post-Event Report.** Chairman Monahan clarified that the CVB approved monies to directly pay for staging and the fireworks insurance. Director Post provided proof of the use of the photo, a copy of the event budget, and attendance figures provided by the Red Brick Nights organizers to members of the Convention and Visitor Board.

**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 as provided by Director Post. Chairman Monahan suggested changing the CVB meeting to the second Monday of the month in case applications need to go before City Council for appeal. Chairman Monahan moved to approve the draft application for review by City Council. Commissioner Maker seconded the motion. Motion was approved unanimously by those present.

**Discussion of Christmas Lights.** Director Post reported her findings of calling other cities and organizations who successfully installed Christmas lights through their downtowns. Commissioners discussed the viability of pursuing the project, and determined it is not feasible in the short term.

**Discussion and possible action for giveaways.** Director Post reviewed upcoming events for giveaways, including a social media giveaway package for Guthrie Haunts Scaregrounds and a live giveaway package for the Oklahoma Teen Book Convention. Commissioner discussed options for the OkTBC package to include vouchers to The Pollard, four passes to The Boarding House, and a gift card to Rick's Fine Chocolates and Coffees. Director Post also discussed putting together a package for the Bee Inspired Quilt Retreat. Commissioners suggested including gift cards to Extra Special Fine Fabric, S.W.A.K., and Sooner Quilts. Commissioners recommended buying 100 Rick's chocolate bars for giveaways. Director Post explained an opportunity to host a social media giveaway through TravelOK, and Commissioners voiced support for putting together a package for spring 2018.

**Staff comments.** Tourism Coordinator Heath Shelton gave a report on the Guthrie Escape/Boomerang social media giveaway package and the Bluegrass/Katie's Diner social media giveaway package. He also reported his research on social media analytics reporting, for which average costs are \$50-100 per month. Coordinator Shelton provided and explained current analytics provided by Facebook. Director Post explained that the TravelOK Road Show in Hilti – Tulsa was well-attended. She updated her progress on sending brochures in holders to food trucks, the new booth, and a plan to track response to trade and travel shows, expos, and conventions. She is also working on creating an email list through MailChimp, and will include a sign-up on the website. Coordinator Shelton suggested pursuing a social media giveaway for Guthrie's Territorial Christmas Celebration.

**Requests/comments from members of the Convention and Visitor Board.** Commissioner Raines commented that she would have liked to provide Chris Neal with some explanation of why his application was turned down. Chairman Monahan recapped that the November meeting would have the appointment of a Vice Chairman, discussion of the new FY18 budget, finalized Lazy E contract, and expressed hopes that the Event Support program changes would have been reviewed and approved through City Council by the November meeting.

**Adjournment.** Chairman Monahan moved to adjourn. Commissioner Patel seconded the motion. Meeting adjourned at 7:35 p.m.