

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MEETING

Monday, November 20, 2017

The regular meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted Thursday, November 16, 2017, before 5:00 p.m. The meeting was held Monday, November 20, 2017 at Guthrie City Hall in the 3rd Floor Conference Room.

Members Present: Mike Monahan Justin Fortney H.C. Patel Dan Newton
Jeremy Maker

Members Absent: Cathie Cordis Verla Raines
Sharyl Padgett, Ex-Officio Steve Gentling, Ex-Officio

Staff Present: Andrea Post Heath Shelton

Guests Present: Karan Ediger, Guthrie News Leader Jerry Casey, MVRP

Call to Order. The meeting was called to order on Monday, November 20, 2017 at 5:30 p.m. Five board members were present, and Chairman Monahan 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 Vice Chairperson. Commissioner Patel nominated Commissioner Newton for Vice President. Commissioner Newton expressed concern about his availability to serve. Motion died for lack of a second. Commissioner Newton nominated Commissioner Patel for Vice President. Commissioner Maker seconded the motion. Commissioners Monahan, Newton, Maker, and Fortney voted aye. Commissioner Patel voted nay (abstain). Motion carried.

Minutes from October 16, 2017. Commissioner Maker moved to approve the minutes as presented. Commissioner Newton seconded the motion. Commissioners Monahan, Patel, Newton, and Maker voted aye. Commissioner Fortney voted nay (abstain). Motion carried.

Discussion and possible action on application for Event Support – 2018 Military Veterans Rodeo Productions. Guest Jerry Casey of Military Veterans Rodeo Productions presented information on the 2017 Military Veterans Rodeo Productions (MVRP) events and plans for 2018 rodeo events at the Logan County Rodeo Arena, as well as information about the possible future management of the Rodeo Arena. He clarified that the report of 2000 people in attendance for 2017 encompassed all events, and noted he had 50 campers and 20 to 25 local hotel bookings. Mr. Casey explained he will be getting a code from the hotels for this year's bookings to help get a more accurate number of stays. Commissioner Fortney moved to approve up to \$2500 in total event support to be used for insurance and advertising. Commissioner Newton seconded the motion. Motion was approved unanimously by those present.

Discussion and possible action on digital advertising through Guthrie News Leader/Hometown Digital Solutions. Guest Karan Ediger with the Guthrie News Leader presented information about

placement, content, theme, and costs of a digital banner and/or tile advertisement on the Guthrie News Leader website with the option of adding a digital ad on the Blackwell Tribune website. She explained the difference between pageviews (how many hits) versus visitors (unique URLs), and recommended placing an ad on the home page or rotating through other pages, and for purchasing a 6-month package in order to gather accurate statistics on response. Commissioner Fortney expressed desire for additional data about reach and audience. Commissioner Newton moved to begin a digital advertising campaign with Guthrie News Leader for 6 months running from December 2017 through May 2018 at \$300 per month. Commissioner Maker seconded the motion. Commissioners Patel, Newton, Fortney, and Maker voted aye. Commissioner Monahan voted nay (abstain). Motion carried.

Discussion and possible action on Lazy E Partnership Agreement. Commissioners reviewed the contract. Commissioner Patel requested additional information on the costs of printing billboards and banners to be paid by the City of Guthrie. Commissioner Patel moved to approve the 2018 Lazy E Partnership Agreement for \$10,000 with Director Post to negotiate costs of the billboard and banners. Commissioner Fortney seconded the motion. Motion was approved unanimously by those present.

Discussion of current financial status. Director Andrea Post explained the budget approved for Fiscal Year 2018 includes a total of \$750 for professional development, \$36,962.00 for marketing materials and supplies, \$18,000 for special events, and \$8,000 for travel, conventions and tradeshow. She reported an approximate balance of \$476 remaining for professional development, \$25,209 for marketing (not including the agreement with Lazy E Arena), \$11,000 for special events, and \$6,245 for travel, conventions, and tradeshow. She also estimated that there is approximately \$36,000 remaining in fund balance, and plans to confirm these numbers with City Treasurer Kim Biggs. Commissioners discussed hotel tax revenues as reported only showed a 2% increase for the fiscal year.

Discussion and possible action on mobile app. Director Post presented mobile app options from PocketSights, OnCell, and Tour Buddy. Each app contains options for the creation of walking tours including photo, video, links, and more.

Commissioner Newton left the meeting at 6:52 p.m.

Commissioner Monahan recommended that staff to put together an annual cost analysis comparing printing tour information versus creating tours via a mobile app.

Discussion and possible action on Territorial Christmas giveaway package. Coordinator Shelton explained that staff have prepared a Territorial Christmas giveaway package including two vouchers to the Historic Homes Tour (at a cost of \$30), two tickets to the Pollard Theatre (donated by the Pollard Theatre), and a one-night stay at La Quinta Inn & Suites (donated by H.P. of La Quinta Inn & Suites). The package will be posted to social media and a winner will be chosen December 1st. Since costs are low, costs will be approved through staff.

Staff comments. Tourism Coordinator Heath Shelton reported 250 comments and 300 shares from the Guthrie Haunts Scaregrounds package giveaway. Coordinator Shelton explained the social media report from the month of November, including popular posts, keywords, and engagement. He also explained there is an upcoming media blitz with Frontier Country, and that Norman is the only other participant. Director Post reported that Guthrie Haunts Scaregrounds reported a very busy year. She mentioned she

would be reading about how Groupon works for marketing. She noted the Event Support policy and forms will go before City Council on Tuesday, November 21st. Coordinator Shelton noted that feedback from the Downtown Trick-or-Treating was very positive, and residents appreciated the street closures. Director Post reported the department needs to order additional marketing brochures, and that she has designed two-sided business cards to try to measure response from live events she attends, and hopes to launch that during the next scheduled show. She requested volunteers to man the gazebo during the Victorian Walk from 5:00 – 9:00 p.m. Saturday, December 9th. Coordinator Shelton reminded Commissioners that Small Business Saturday is November 25th.

Requests/comments from members of the Convention and Visitor Board. Commissioner Monahan asked if new applications for event support could be held until 2018.

Staff comments. Director Post explained she will check regulations of when the new Event Support policy and forms go into effect if approved, and will prepare a report on mobile apps verses printed tour information.

Adjournment. Chairman Monahan moved to adjourn. Vice Chairman Patel seconded the motion. Meeting adjourned at 7:11 p.m.