



**Discussion and possible action on 2018 Travel and Trade Shows.** Director Andrea Post presented a list of 2018 travel and trade shows offered through TravelOK and Frontier Country Marketing Association. She explained that some shows only offered distribution of a brochure, or brochure and one marketing item, while others offered opportunities to have a booth. She passed out a chart of costs, not including travel costs, and clarified that brochure printing and shipping costs come from the marketing supplies budget line item. Commissioners discussed preferences of which shows might provide good return. Tourism Coordinator Heath Shelton gave positive feedback on media blitz events. Commissioner Fortney moved to approve up to \$2000 in total costs for participation and travel-related expenses to participate in the listed 2018 travel and trade shows according to staff discretion. Commissioner Maker seconded the motion. Motion carried unanimously by those present.

**Discussion and possible action to approve for staff to purchase up to \$800 in logo-imprinted marketing items.** Tourism Director Andrea Post explained that she priced 1000 stickers at \$210 and 500 logo-imprinted car phone chargers at \$500, and will use the products and trade shows, conferences, events, and in hotel welcome bags. Vice Chairman Patel moved to approve staff to purchase up to \$800 in logo-imprinted marketing items. Commissioner Fortney seconded the motion. Motion carried unanimously. Vice Chairman Patel moved to approve staff to explore the cost of purchasing 1000 logo-imprinted car phone chargers and purchase these at their discretion. Commissioner Maker seconded the motion. Motion carried unanimously by those present.

**Discussion and possible action on 2018 Frontier Country Marketing Association Membership.** Chairman Monahan noted that this membership was beneficial and necessary. Commissioner Fortney moved to approve purchasing a membership with Frontier Country Marketing Association for 2018. Vice Chairman Patel seconded the motion. Motion carried unanimously by those present.

**Discussion and possible action on Oklahoma Film + Music Office 2018 Sundance Film Festival Partnership Proposal.** Tourism Director Andrea Post explained that the Oklahoma Film + Music Office (OF+MO) would be representing Oklahoma at Sundance Film Festival again in 2018, and had offered an opportunity to sponsor their involvement through an in-kind donation of chocolate bars and information. She reported that 500 1 oz. logo chocolate bars would cost \$875, and printing of a rack card verses a flyer as the staff of OF+MO had recommended would cost \$120, for a total cost of \$995. Vice Chairman Patel moved to approve spending \$995 for in-kind sponsorship of OF+MO at the 2018 Sundance Film Festival. Commissioner Maker seconded the motion. Motion carried unanimously by those present.

**Discussion of 2018 Oklahoma International Bluegrass Festival (OIBF) post-event report.** Commissioners discussed the report as provided by OIBF. Chairman Monahan requested that staff ask the event organizers how many hotel stays (rooms and nights) were used, and confirm that these stays were within local hotels. Tourism Coordinator Heath Shelton reported that campers do visit the downtown to shop.

**Staff comments.** Tourism Coordinator Heath Shelton reported on his recent Media Blitz visit to Kool 94.3 KECO El Reno, The Beckham County Record Sayre, Clinton Daily News, Weatherford Daily News, and Watonga Republican – 4 newspapers and one radio station – with Frontier Country Marketing Association. Shelton also reported on Facebook data from the previous month, including a free boost

coupon offered by Facebook for a post related to Territorial Christmas. Aaron Ryburn of GTV20 noted that Guthrie was acknowledged in the movie “Christmas in the Heartland” (Southern Christmas). Andrea Post reported that the 2017 Territorial Christmas Celebration brought in record crowds, including visitors from Spain and China, and that she had some reports of record sales from local business owners. Andrea Post thanked Chairman Mike Monahan for providing photos and Commissioner Verla Raines for volunteering at the information booth. She reported that the event used television advertising, and that she has met with a sales representative from Griffin Communications to discuss the possibility of an advertising package for 2018 involving partnership with local events.

**Requests/comments from members of the Convention and Visitor Board.** Chairman Monahan reminded groups to submit their funding applications early for review at the February Convention and Visitor Board meeting. Mayor Steve Gentling noted that the attendance of the Christmas Organ Concert at the Guthrie Scottish Rite Masonic Center was up, and that this year’s concert is an organ accompaniment to a silent movie.

Tourism Coordinator Health Shelton left the meeting at 7:46 p.m.

Commissioner Fortney suggested offering or improving transportation from the downtown to the Scottish Rite Masonic Center.

Chairman Monahan noted that the next Convention and Visitor Board Meeting is January 22<sup>nd</sup> due to Martin Luther King, Jr. Day, and suggested adding a Valentine’s Day giveaway package to that meeting’s agenda.

**Adjournment.** Chairman Monahan moved to adjourn. Vice Chairman Patel seconded the motion. Meeting adjourned at 7:50 p.m.