

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MEETING
Monday, January 22, 2018

The regular meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted Thursday, January 18, 2018, before 5:00 p.m. The meeting was held Monday, January 22, 2018 at Guthrie City Hall in the 3rd Floor Conference Room.

Members Present:	Mike Monahan	H.C. Patel	Verla Raines
	Jeremy Maker	Dan Newton	Steve Gentling, Ex-Officio
Members Absent:	Justin Fortney	Cathie Cordis	Sharyl Padgett, Ex-Officio
Staff Present:	Andrea Post	Heath Shelton	
Guests Present:	None		

Call to Order. The meeting was called to order on Monday, January 22, 2018 at 5:30 p.m. Five board members and one ex-officio were present, and Chairman Monahan declared a quorum.

Public Comments. None

Minutes from December 18, 2017. Commissioner Maker moved to approve the minutes as presented. Commissioner Raines seconded the motion. Commissioners Monahan, Patel, Maker, and Raines voted aye. Commissioner Newton voted nay (abstain). Motion carried.

Discussion of financial status and FY18 Budget. Director Andrea Post explained the spreadsheet provided, noting an unencumbered balance of approximately \$15,342.54 for marketing supplies (40.2%), \$8,500 for special events (47%), and \$5,233.32 for conventions/tradeshows (65.4%). She explained that she had already listed the total \$10,000 partnership agreement with Lazy E Arena as an encumbered expense, as is the full amount for the 6-month digital ad with the Guthrie News Leader, the one-time annual dues for Frontier Country Marketing Association, printing of business cards, and that some one-time expenses for marketing partnerships for Group Travel Trade and American Bus Association with Oklahoma Tourism and Recreation Department (TravelOK) were included in these first-quarter marketing expenses.

Discussion and possible action to approve up to \$200 in marketing funds for creation of a Valentine's Day giveaway package. Director Andrea Post presented a draft budget for a Valentine's Day Giveaway Package to include a 1-night's stay at Atomic Loft, a \$50 gift certificate to Roma's Italian restaurant, 2 vouchers to the Pollard Theatre, and some chocolate from Rick's Fine Chocolates and Coffees totaling \$199. Commissioner Newton moved to approve \$200 for creating a Valentine's Day giveaway package. Commissioner Raines seconded the motion. Motion was approved unanimously by those present. Director Post noted that if Chris Evans of Guthrie News Page was agreeable, she would like to give away the package on his social media page.

Discussion and possible to purchase giveaway bags for travel and/or tradeshow. Director Andrea Post explained potential uses (group welcome requests, booth giveaways, and tradeshow response tracking) of bags and options including pre-printed paper bags or blank paper bags and a custom rubber stamp. Staff and commissioners discussed potentially finding a local sponsor for the bags to help reduce costs in exchange for a logo on the second side. Vice Chairman Patel moved to authorize to order 500 pre-printed bags. Commissioner Maker seconded the motion. Motion was approved unanimously by those present.

Discussion and possible action to approve for staff to spend up to \$600 to create a giveaway package for promotion through Oklahoma Tourism and Recreation Department (TravelOK). Director Andrea Post explained that TravelOK does giveaway promotions on behalf of destinations or groups that typically include a two-night stay, food, an attraction or activity, and some shopping. Commissioners asked staff to provide additional information, including information of how the winner is chosen, visibility, and data about tracking and response. Commissioner Newton asked about the potential for local matches or donations, and Commissioner Raines noted that a package that was not time-sensitive (or tied to an event) would offer more flexibility. Commissioner Raines moved to table the item to the March Convention and Visitor Board meeting. Chairman Monahan seconded the motion. There were no objections from board members.

Discussion and possible action to increase postage cap from \$50 to \$100 per month for the Oklahoma Tourism and Recreation Department Brochure Fulfillment program. Director Andrea Post reported that the Oklahoma Tourism and Recreation Department (OTRD) pulled Guthrie's Tourism brochure from their website on January 8th because they hit the \$50 postage cap, and had sent out 102 brochures at \$0.49/each, and that OTRD also reported that postage rates had increased \$0.01. Director Post clarified that Guthrie Tourism would only be billed for the postage used up to the cap. Vice Chairman Patel moved to raise the postage cap to \$100 per month. Commissioner Maker seconded the motion. Motion was approved unanimously by those present.

Discussion of advertising proposal from Griffin Communications. Chairman Monahan discussed the packages and options presented by Debbie Pratt of Griffin Communications, and options for tying in events. Commissioners discussed a desire to move forward on soliciting quotes from other media companies.

Discussion of Oklahoma Travel Industry Association 2017 Red Bud Awards. Commissioners discussed categories and options, and suggested entering the Atomic Loft for Outstanding Lodging Property if they opened in 2017 and Guthrie Haunts Scaregrounds for Outstanding Attraction. Staff agreed to follow up with the board in February on this item.

Discussion of 2017 Guthrie Escape post-event report. Commissioners reviewed the information provided by Guthrie Escape about their 2017 event and use of the funds provided.

Discussion of marketing materials. Commissioners and staff discussed the pros and cons of the existing marketing piece/informational brochure and options for modifications and improvements, as well as the potential to create a separate piece geared toward Lazy E Arena. Commissioners also discussed options

for use of QR codes and a need for hours and more detailed maps, and reviewed a sample digital map of local antiques listings created by staff. Board members also discussed that changing the product would require informing local businesses on how to use the technology. Commissioners also discussed sizing and options to create an informational product specifically geared toward guests and event producers coming to the Lazy E Arena.

Commissioner Dan Newton left the meeting at 6:47 p.m.

Director Post noted that many of these marketing pieces, if kept small, could be designed in-house to save on costs. Commissioners discussed waiting to pursue information about mobile apps.

Mayor Steve Gentling left the meeting at 6:54 p.m.

Staff comments. Director Post noted she has signed up for several OTRD trade shows, and noted the McAllen Winter Expo had over 8500 attendees. She toured the offices of OTRD/TravelOK, and noted their staff are very supportive toward Guthrie. She also reported that website analytics are now available for www.guthrieok.com, and that the site has been optimized for Google. Director Post reported she is starting a monthly e-newsletter in February, and that the Sundance Film Festival is happening now. She is also waiting on permissions to use information the Logan County Historical Society and Docents of the Guthrie Museum Complex to reproduce information in the Historic Homes of Guthrie publication to create a digital tour in the future. She also noted she and Commissioner Raines will be attending a Travel Show with OTRD in Wichita Falls on February 10th. Tourism Coordinator Heath Shelton reported social media analytics. Director Post also presented samples of an application to Oklahoma Municipal League to be a host city for a training event.

Requests/comments from members of the Convention and Visitor Board. Chairman Monahan reported on results from the digital ad. He reminded Commissioners that the February meeting would consist heavily of applications for event support and the Red Bud Award application packet.

Adjournment. Chairman Monahan moved to adjourn. Commissioner Raines seconded the motion. Meeting adjourned at 7:06 p.m.