

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MEETING
Monday, February 26, 2018

The regular meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted Thursday, February 22, 2018, before 5:00 p.m. The meeting was held Monday, February 26, 2018 at Guthrie City Hall in the 3rd Floor Conference Room.

Members Present: Mike Monahan H.C. Patel Verla Raines
 Jeremy Maker Justin Fortney Steve Gentling, Ex-Officio

Members Absent: Cathie Cordis Sharyl Padgett, Ex-Officio

Staff Present: Andrea Post

Guests Present: None

Call to Order. The meeting was called to order on Monday, February 26, 2018 at 5:30 p.m. Five board members and one ex-officio were present, and Chairman Monahan declared a quorum.

Public Comments. Guests agreed to speak at the time their agenda item of interest was to be discussed.

Minutes from January 22, 2018. Commissioner Maker moved to approve the minutes as presented. Commissioner Patel seconded the motion. Commissioners Monahan, Patel, Maker, and Raines voted aye. Commissioner Fortney voted nay (abstain). Motion carried.

Discussion of financial status. Director Andrea Post explained the spreadsheet provided, noting an unencumbered balance of approximately \$14,313 for marketing supplies (37.5%) including the partnership agreement with Lazy E and current advertising agreements, \$8,500 for special events (47%), and \$5,163 for conventions/tradeshows (64.5%) including the shows Guthrie Tourism has already signed up for. She noted that the board could expect to need to print brochures at least two more times before the end of the fiscal year. She also explained that the unbudgeted beginning fund balance is \$31,528, revenues total \$71,664 for the year, expenses total \$40,135, and the encumbered balance is \$17,761.18, for a total of \$45,307 in available funds including the unbudgeted fund balance and \$13,769 without the unbudgeted fund balance.

Discussion and possible action on application for event support – 2018 Border Bash at Lazy E.

Guest Jeff Todd, President of the Oklahoma High School Rodeo Association reported that this is the 3rd year of the Border Bash at Lazy E Arena, and that his group is requesting \$2000 to be used to offset ambulance expenses through Guthrie Fire/EMS. Mr. Todd explained that the national association requires a dedicated ambulance on standby. He explained that he advertised through flyers, social media, press releases, Rodeo News pages, and website.

Discussion and possible action on application for event support – 2018 Future Stars Calf Roping.

Guest Chris Neal presented information about the 2018 Chris Neal's Future Stars Calf Roping event,

which is a 4-day event pulling attendees from 26 states and Canada. He said his events have 900 attendees each spring and 1240 in fall, and has a large social media following on Facebook and Instagram. He mentioned that the \$2,500 he requests may be for costs associated with an EMT standby, awards, and lots of advertising. He also agreed he would allow and recommend a live presence from Guthrie Tourism at the event.

Discussion and possible action on application for event support – 2018 Oklahoma ‘89er Celebration. Commander Jerry Ball, 2018 Chairman of the Oklahoma ‘89er Celebration Committee, presented information about plans for the 2018 ‘89er Days Celebration and explained that the group is requesting \$2500 for television advertising with KFOR. He stated the package includes prime time spots on KFOR’s main channel and additional spots on OK43.

Discussion and possible action on application for event support – 2018 National Little Britches Rodeo Finals. Guest Ginger Myers, Marketing Director of the National Little Britches Rodeo Association (NLBRA), explained that this year’s event at the Lazy E is expected to draw just over 11,000 kids and around 6,000 others, spans 10 days, and draws from 33 states. She noted that NLBRA has approximately 99,500 Facebook followers, and that the event is launching a new website in March with a click-through to a website of the City’s choosing, has the capacity to add events listings, and will also have a National Little Britches Rodeo Finals “local services” page. She noted that one half of the \$2500 requested would be used for the royalty event in Guthrie, and the other half would be used for other production costs.

Discussion and possible action on application for event support – 2018 Independence Day Celebration. Guest Calvin Hoover of Fireworkz A’Poppin LLC spoke about plans for the 2018 Independence Day Celebration, which is expected to draw 15,000-20,000 people into Guthrie on Saturday, July 7, in conjunction with Red Brick Nights. He noted their advertising plans include t-shirts with sponsor logos, social media (Facebook) posts, and word of mouth at Oklahoma State University. He stated that although the event draws attendees mostly from the local region, it does help keep the local visitors staying and celebrating in Guthrie. Mr. Hoover explained the \$4500 of his request will go toward insurance (\$2000), \$1000 in unspecified advertising, and any remaining going toward fireworks for the display.

Commissioners discussed funding options. Commissioner Fortney moved to award up to \$2000 in insurance costs from the special events line item and to authorize Director Andrea Post to negotiate with Fireworkz A’Poppin for up to \$1000 in support from the advertising line item. Commissioner Maker seconded the motion. The motion was approved unanimously by those present.

Discussion and possible action on application for event support – 2018 Oklahoma ‘89er Celebration. Vice Chairman Patel moved to approve \$3000 from the advertising line item for the 2018 Oklahoma ‘89er Celebration for television advertising as described by Commander Ball. Commissioner Fortney seconded the motion. Motion was approved unanimously by those present.

Discussion and possible action on application for event support – 2018 Future Stars Calf Roping. Commissioner Fortney moved to approve up to \$1000 from the event support line item for Guthrie-

based hotel stay reimbursements, and to authorize Director Andrea Post to negotiate up to \$1000 from the advertising line item for advertising with clarification of use. Vice Chairman Patel seconded the motion. Motion was approved unanimously by those present.

Discussion and possible action on application for event support – 2018 Border Bash at Lazy E. Commissioner Fortney moved to approve up to \$2000 from event support for Guthrie EMS ambulance standby at the 2018 Border Bash. Vice Chairman Patel seconded the motion. Motion was approved unanimously by those present.

Discussion and possible action on application for event support – 2018 National Little Britches Rodeo Finals. Commissioners discussed the application, and discussed a need for clarification of what the funds will be used for and what specific benefits are to be provided in return.

Mayor Steve Gentling left the meeting at 7:28 p.m.

Commissioner Fortney moved to table the item pending receipt of additional information. Vice Chairman Patel seconded the motion. Motion was approved unanimously by those present.

Discussion and possible action on Oklahoma Travel Industry Association Conference on Tourism and Red Bud Awards. Director Andrea Post presented this year's application to the Red Bud Awards on behalf of Guthrie Haunts Scaregrounds in the category of Outstanding Attraction. Commissioners reviewed the application and expressed that staff could manage the approval internally. Director Post asked the board if the application is chosen as a finalist, if she may invite John Pagonis to the awards dinner. Commissioner Raines moved to approve purchasing a ticket to the Red Bud Awards dinner of the application for Guthrie Haunts Scaregrounds was a finalist. Commissioner Fortney seconded the motion. Motion carried unanimously.

Requests/comments from members of the Convention and Visitor Board. Chairman Monahan requested that staff find out when sponsorships are due for the Pollard Theatre and the Oklahoma Territorial Sports Museum by the March meeting.

Staff comments. Director Post reported that the digital ad on Guthrie News Leader features Lazy E this month, showed a sample of the ad Heath Shelton designed for the Cinch Timed Event program, showed a sample of the e-newsletter that went to subscribers in February, showed a sample of the Valentine's Day giveaway post via Guthrie News Page's Facebook and reported the prize was awarded to a man living out of town, and showed a photo of herself and Commissioner Verla Raines working at the booth at the Wichita Falls Women's Expo, and reported they spoke to a couple hundred women. She distributed a copy of the social media report prepared by Heath Shelton and reported the website is attracting over 1000 visitors a month.

Requests/comments from members of the Convention and Visitor Board. Chairman Monahan asked to see a giveaway package for the 2018 Oklahoma '89er Celebration ready for approval at the March meeting.

Staff comments. Director Post reported that she has received television advertising quotes and is beginning a comparative review. GTV20 Media Director Aaron Ryburn showed a commercial he created for Cinch Timed Event. Director Andrea Post notified members that she needed volunteers to staff the hospitality table at Cinch Timed Event and requested that members sign up if they wished. Finally, she noted that the event support fund would have a balance of \$3500 after tonight's decisions.

Adjournment. Commissioner Raines moved to adjourn. Chairman Monahan seconded the motion. Meeting adjourned at 7:45 p.m.