

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MEETING
Monday, August 21, 2017

The regular meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted Thursday, August 17, 2017, before 5:00 p.m. The meeting was held Monday, August 21, 2017 at Guthrie City Hall in the 3rd Floor Conference Room.

Members Present: Mike Monahan H.C. Patel Verla Raines
 Dan Newton James Long (arrived 5:54 p.m.)
 Steve Gentling, Ex-Officio (arrived 5:33 p.m.)

Members Absent: Cathie Cordis Justin Fortney Sharyl Padgett, Ex-Officio

Also Present: Andrea Post Heath Shelton

Call to Order. The meeting was called to order on Monday, August 21, 2017 at 5:31 p.m. Four board members were present, and Tourism Director Andrea Post declared a quorum.

Public Comments. None.

Minutes from July 17, 2017. Commissioner Monahan moved to approve the minutes as presented. Commissioner Patel seconded the motion. Minutes were approved unanimously by those present.

Discussion of current financial status. Staff member Andrea Post reported an unencumbered balance of approximately \$4,152 for Special Events, \$32,692 for Marketing, \$1,239 for Professional Development, and \$5,544 for Conventions/Trade Shows.

Ex-officio Steve Gentling arrived at 5:33 p.m.

Discussion and possible action on Travel and Trade Shows. Tourism Director Andrea Post explained that, even though the board had recommended sending staff to attend the San Antonio Ultimate Women's Expo, upon reviewing the schedule of local events, recommended that the group send the brochure this year and plan to send a person in future years. Commissioners discussed ideas for gathering data on number of visits generated through Travel and Trade Shows. Post recommended attending the Wichita Falls Women's Expo, Wichita Women's Fair Booth Coop, and Dallas Travel & Adventure Show, as well as sending a brochure to the Oklahoma State Fair if a brochure is available. Commissioner Monahan moved to send a brochure to the San Antonio Ultimate Women's Expo instead of a representative due to the number of local activities that weekend. Commissioner Newton seconded the motion. Motion carried unanimously by those present. Commissioners recommended staff explore options for a booth at the Tulsa State Fair and if there are local businesses (such as food trucks) already represented at fairs, festivals, and events that would be willing to distribute brochures on behalf of the Guthrie Tourism Department. Commissioner Patel moved to approve sending a brochure to the Oklahoma State Fair for \$275 through TravelOK pending an adequate stock of brochures up to the discretion of Director Andrea Post. Chairman Long seconded the motion. Motion passed unanimously by those present.

Discussion and possible action on logo apparel for trade shows and conferences. Tourism Director Andrea Post discussed quotes for purchasing embroidered polos for her and for Heath to wear at trade shows, events, media blitzes, and other professional travel and booth opportunities, and for t-shirts with logos and the words “Ask Me About Guthrie” for volunteers. Chairman Long moved to recommend that staff order two embroidered polos now and to solicit quotes for printing t-shirts with the full color logo in the front and “Ask Me About Guthrie” in one color on the back from local businesses. Commissioner Newton seconded the motion. Motion passed unanimously by those present.

Discussion of Event Support. Commissioners and staff discussed options and concerns for the program, including awarding a percentage of the funds up front and the remainder at the acceptance of a post-event report, program purpose, focus, and application evaluation metrics, including non-profit verses for-profit-produced events, costs of city services, and samples of policies and metrics from other communities. Commissioner Newton suggested creating a draft of a policy and metrics based on the Latimer County example to bring back to the Convention and Visitor Board in September. Staff member Heath Shelton asked to review the ordinance creating the Convention and Visitor Board.

Discussion of future items. Director Andrea Post noted that the September event support draft forms/metrics, and draft policy. Commissioner Monahan asked for an update on the Territorial Christmas Celebration and Social Media giveaway packages for October events, including Oklahoma International Bluegrass Festival and/or Guthrie Escape.

Board comments. Commissioner Monahan asked for staff to confirm if the City has a booth at the Lazy E during their events according to the contract.

Discussion of future items. Director Post mentioned that they would discuss Christmas Lights and an updated quote for printed logo t-shirts. Commissioner Monahan asked for discussion of the FY18 Budget and the Lazy E sponsorship contract.

Staff comments. Tourism Coordinator Heath Shelton gave a report on social media audience engagement, as well as peak posts (specifically, Red Brick Nights, the Mayor’s All About Guthrie video, and videos related to benefits for Officer David Wade). He also reported that there will be a Walk/Run for Life coming to Mineral Wells Park September 23rd with an expected attendance of 500-600 people. Heath also mentioned that the High School wind ensemble will be playing at the State Ensemble competition in Tulsa in January, and that they want to give information about Guthrie on the first page in their program.

Board comments. Commissioner Monahan mentioned that the ATV Training Center building is up, and that the center may draw overnight visitors.

Staff comments. Tourism Director Andrea Post gave a report on the status of the 2018 Oklahoma Travel Guide Ad, and mentioned Sealed with a Kiss and Stables Café agreed to participate. She also reported that Rick’s is opening a drive-through/to-go location. Director Post also noted that the website has been migrated to www.guthrieok.com and is looking for feedback from businesses on their listings, and mentioned that she’s beginning research on a brochure redesign. She also mentioned that she is likely to

put out calls for volunteers in the future. Tourism Coordinator Heath Shelton noted they counted approximately 2000 people at Guthrie Summer Streets, and that the event had grown from the prior year.

Adjournment. Commissioner Newton moved to adjourn. Commissioner Monahan seconded the motion. Meeting adjourned at 7:28 p.m.