

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MEETING
Monday November 19, 2018

The regular meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted Thursday, November 15, 2018, before 5:00 p.m. The meeting was held Monday, November 19, 2018, at Guthrie City Hall in the 3rd Floor Conference Room.

Members Present: Mike Monahan, Jeremy Maker, Tommy Wageman, Kailyn Swonger, Kristen Klingensmith, Steve Gentling, Ex-Officio Member

Staff Present: Justin Fortney, Tourism Director; Verla Raines, Tourism Assistant

Guests Present: none

Call to Order. The meeting was called to order with a quorum on Monday, November 19, 2018 at 5:30 p.m., by Chairman Mike Monahan. Five board members, two Tourism staff members and one ex-officio member were present.

Public Comments. No public comments,

Minutes from October 15, 2018 meeting. Maker moved to approve the minutes as presented. Wageman seconded the motion. All voted aye. Motion carried.

Discussion of current financial status. Director Fortney said Fiscal Year 2018 ended September 30. The income was up 17% in the 3rd quarter, and down 2% in the 4th quarter. It will be interesting to see what 1st quarter of (October, November, December 2018) looks like, since the fall and Christmas events and activities bring many visitors to Guthrie. FY 2018 was the best year since 2002. The percentages vary throughout the years.

Discussion and action on application for event support - BCW Pro Wrestling: Tommy Wageman, board member but also event promoter, presented his application for event support. He reported that at his October event about 300 people came to the fairgrounds, despite the bad weather. The wrestling events he produces with top talent draw many people from other states and from around Oklahoma, and he anticipates around 600 in attendance. Upcoming events include April 13 at the fairgrounds in Guthrie, and October during Guthrie High School Homecoming. The October event is not considered on this application since it is in the next fiscal year. Board member Klingensmith suggested that a follow-up survey to track where visitors and performers stay for his events would be helpful to the board. Wageman mentioned that 20-40 performing wrestlers stay in Guthrie for events. Wageman mentioned that he has a training program in Poteau, OK for young wrestlers. Swonger said she felt that would work well for Guthrie to have a similar program to help young people.

Wageman left the room for the board's discussion of his application. Fortney said the approval of \$500 for BCW Pro Wrestling event would fall within budget amounts for the year for event support applications. Swonger motioned to approve \$500 for BCW Wrestling event support. Klingensmith seconded, all were in favor, motion passed.

Discussion and action on application for event support – Military Veterans Rodeo: no action was taken. Chairperson Monahan said action on this item could wait until post-event reporting was turned in from the previous year.

Staff comments: Tourism assistant Raines said the Territorial Governor race has gone well, the fundraiser is a popular annual event that she hopes to win this year. She mentioned the events planned for Opening Night on November 24 – the light parade, the inauguration of the winner of the race, and other events for that night. Tourism office has had inquiries regarding our Christmas celebrations in Guthrie. She issued a challenge to the board to be involved, dress up, help in the tourism gazebo and/or stroll the streets on Victorian Walk nights, greeting visitors.

Raines also said Tourism would have an info/welcome table at the event Thanksgiving weekend at Lazy E Arena - Chris Neal's roping event called Future Stars.

Tourism Director Fortney mentioned that the December 17 meeting could be flexible and be postponed because of the busy holiday season. It is possible that no actions would be pending approval for board consideration, and the next meeting could happen in January instead.

Fortney reported that the film crews were not currently in Guthrie. The next possible film project is about Bass Reeves, an African-American frontier sheriff, possibly in December. There's a low-budget action movie being planned for filming in January.

Fortney received from Dr. Ringrose some pictures and historical newspapers and other items from Guthrie's past. He mentioned that our Instagram has crossed the 2,000 follower barrier. We are up 75 followers on Instagram from previous month. He gave details of the social media outreach on Facebook, Instagram and the website, including the music video produced by the city featuring the "Coming Home" song. That video will be a 30 second commercial during the airing of Discover Oklahoma for the next three weeks. Fortney welcomes ideas for social media posts from the board members.

Requests/comments from members of the Convention and Visitor Board: No comments from the board.

Adjournment: Motion to adjourn by Maker, seconded by Klingensmith. Motion passed unanimously, and meeting was adjourned at 6:25 p.m.