

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MEETING

Monday, December 16, 2019

The agenda for the regular meeting of the Convention and Visitor Bureau (CVB) Advisory Board was posted Thursday, November 14, 2019, before 5:00 p.m. The meeting was held Monday, December 16, 2019, at Guthrie City Hall in the 3rd Floor Conference Room.

Members Present: Kristen Dahlin, Mike Sikes, Shaun Davis, Rebecca Pittman. New board members, (first meeting) Bob Moses, Joshua Stratton. Returning board member: Kailyn Swonger.

Staff Present: Justin Fortney, Tourism Director, Verla Cline, Tourism Coordinator & Assistant

Call to Order: 5:39 pm the meeting was called to order by Justin Fortney, then Vice Chairperson Kristen Dahlin arrived moments later and conducted the meeting. New members introduced themselves: Bob Moses has spent his life in banking, retiring in Guthrie from First National Bank. He became involved in the Chamber of Commerce and Lions Club, and has served the Oklahoma State Department of Consumer Credit since 2007. Josh Stratton moved here a few years ago. He enjoys Guthrie as a place to live and to be involved in the community.

Public comments: none

Consider approval of minutes from November 18, 2019 meeting. Davis motioned to approve, Sikes seconded, Moses and Stratton abstained, the motion was carried.

Discussion and possible action to elect officers for the Convention & Visitor Bureau Advisory Board: Director Fortney explained that Dahlin as vice chairperson had been filling in as chairman since former chairperson Kailyn Swonger's term had expired in October. Swonger was again nominated by City Council to the CVB Advisory Board. Motion was made by Pittman to approve Swonger as Chairman. Sikes seconded, motion was carried.

Discussion of "Your Guthrie Getaway" promotional video series: Fortney introduced the concept of the video series Tourism has been promoting on social media, channel G20 and on YouTube. Each 30-second spot suggests a place to stay, a place to eat and an activity to do on a "getaway" weekend in Guthrie. The spots can be used more widely in the future, edited and even targeted toward certain venues and cities to promote Guthrie as a destination. He asked for feedback from the board tonight, as they watched a few of the videos, to get ideas for improvement, as well as what was done well. The board discussed each one that was shown.

Some suggestions from the board: Consider adding more time to the video, from 30 seconds to 45 seconds at least, and possibly more. The 30 second spot could feature 1 or two of the getaway suggestions, instead of 3 (stay, eat, play). Use full screen for business' name, not the half screen along with video. Use more still photos, mixed with video, but not at the same time on half screens. Include exterior shots and then interior shots. Show the view out the window of some locations, especially in downtown historic areas. Possible try different, more readable fonts and try different, lighter colors for the printed information, since there is limited time to read it. Show some activity, but it is not necessary to have people in each shot. Use 1 to 1 ½ minute segments that focus on each category, then provide links for more information.

Staff comments: Cline told about visiting with hotel/motel/bed & breakfast managers to learn how the recent Barrel Futurity at Lazy E Arena affected their business. Several had extra business from that event, some had minimal, none of those asked had a survey that asks why visitors are staying with them. Stratton suggested we could possibly have our own surveys if the places will allow that. Other topics that are brought up often from hotel managers is the lack of a late-night place to have a good meal, and the unwillingness of visitors to drive the 1 mile into town to see what Guthrie is all about. Cline mentioned that perhaps, if a restaurant chain won't come to Guthrie, then a cooperation of local restaurants could be willing to serve late-night meals, especially for big late-night events that occur at the Lazy E and other places. She mentioned development of a Guthrie poster/map that could be helpful to hotel staff and visitors. Stratton said discount cards could be made available at hotels, to local eateries and stores, which could entice folks to come into town.

Cline reported on the success of the Christmas celebrations in Guthrie, thanked everyone that contributed to the event that welcomed people from all over the state and even the world. She emphasized that Guthrie is truly unique, has one-of-a-kind things to see and do, and offers quality events that we are privileged to promote.

Fortney asked the Board if future meetings could be seen as workshops that focus on one topic to be thoroughly discussed. There were no objections, so next month's meeting will follow that format.

Board comments: Davis had a question about Jerry Casey's plan for the rodeo grounds, since his lease there will be expiring. Tourism will get more information from Casey.

Stratton said he was excited to be a part of the board, and Swonger said she was glad to be back on the board.

Adjournment: Motion to adjourn was made by Davis, there was no objection, the meeting was adjourned at 7:10pm.

CHAIR: 