

CONVENTION AND VISITOR BUREAU ADVISORY BOARD MEETING

Monday, November 18, 2019

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, November 18, 2019, at Guthrie City Hall in the 3rd Floor Conference Room.

Members Present: Kristen Dahlin, Mike Sikes, Shaun Davis, Rebecca Pittman. Ex-Officios: Jeff Taylor and Jim Case.

Staff Present: Justin Fortney, Tourism Director

Guests Present: none

Call to Order: 5:37pm the meeting was called to order by Vice Chairman Kristen Dahlin.

Public comments: none

Consider approval of minutes from October 21, 2019 meeting. Case motioned to approve, Davis seconded, all voted aye.

Discussion and Possible Actions for Event Support Applications for FY20: Applications from 6 events were submitted at the November meeting, and those applications were discussed by the board at that time (see minutes from October 21). The agenda for this meeting is to vote on each applicant's request for Event Support.

'89er Days Celebration (April 14-18, 2020): Tourism Director Fortney reported previous CVB awards to '89er Days: FY2015 \$2,000, FY16 \$2,450, FY17 \$3,000, FY18 \$3,000, FY19 \$3,000. Fortney said he will take the board recommendations will be taken to the city manager for approval, Fortney will then work with city clerk Kim Biggs on a schedule of when checks to each successful applicant would be awarded. Board member Sikes recommended for the future, applicants could state on their application the date that they need their funds. Fortney agreed, he planned to visit with each one before they are awarded, and that additional question could be included on the application for next fiscal year. Case made motion to approve \$3,000 for '89er Days request for Event Support. Seconded by Pittman. All voted in favor.

BCW Pro Wrestling: Fortney explained that the request is for \$1,000, which is \$500 for each of two events, as the event coordinator did in the previous calendar year. Motion to approve \$1,000 was made by Davis, seconded by Sikes, all voted in favor.

Guthrie's Territorial Christmas Celebrations: Fortney said Christmas Celebrations' requests have actually gone down over the years: FY2017 \$8,000, FY2018 \$7,000, FY2019 \$5,000. Their request is for \$5,000 for 2020. He reported that the group's fundraising activities had gone well the last couple of years. Case made motion to approve \$5,000, it was seconded by Davis, all voted in favor.

Independence Day Celebration:

There was discussion of the number of folks that have come to this fireworks show because of it being after July 4. It will be different and worth noting that for 2020 the event will occur on the exact day July 4. Ex-Officio Case commented on the Hoovers' personal investment for the show, which was over \$13,000 last year, and that perhaps the board could consider a greater award. Fortney said there could be more thought and discussion of this later, since July is later in the fiscal year. Case made motion to approve \$5,000, it was seconded by Davis, all voted in favor.

Military Veterans Rodeo Productions: Fortney reported that past awards have been: FY2015 \$1,000, FY2016 \$1,600, FY2017 \$2,500, FY2018, FY2019 \$2,500. Request is for 2020 is \$2,500. Fortney said that Jerry Casey, the event coordinator, had recently said that this would be his last year to do these events at the Fairgrounds, that he would not be renewing his lease for his use of the property. Pittman made a motion to approve, Davis seconded, all voted in favor.

Oklahoma's International Bluegrass Festival: Fortney reported past awards: FY2016 \$2,500, FY2017 \$2,500, FY2018 \$2,500, FY2019 \$2,500. Request for 2020 is \$2,500. There was discussion and questions about campground charges/taxes, and in general what hotel/motel taxes are paid by any or all of the events that apply for funding. The City of Guthrie leases the grounds to OIBF for its use for each year's festival (three days the first week of October). Motion to approve \$2,500 was made by Sikes, seconded by Pittman, all voted in favor.

Staff comments: Fortney said that Verla Cline, Tourism Coordinator & Assistant, worked together with Emily Northcutt from Edmond CVB to promote both Guthrie and Edmond to competitors and their families at the Lazy E. The Barrel Futurities Association (BFA) is a new event to Lazy E (Nov. 15-23), and brings a large number of participants from all over the country, plus Canada, Brazil and other countries. Verla and Emily drove a hospitality golf cart around the camping and stable area, meeting people and giving morning Missy's Donuts and Hoboken Coffee and afternoon Jimmy Johns sandwiches to welcome folks. It was a very successful outreach to visitors, and one they will repeat for International Finals Rodeo (IFR) in January, and possibly other events, including Little Britches Rodeo in July. We shared a promotional table, with Guthrie and Edmond information for tourists and visitors, and took turns attending the table throughout the week. This collaboration is an improvement over competition between our two cities, since each city offers similar amenities, but also very different experiences to visitors.

Fortney shared that he attended the Oklahoma Film & Music Conference on November 15. The last session was about the state of film making in Oklahoma. This year will be the biggest year for movies and TV shows being filmed here. Projecting ahead, if it stays at the same rate, it will be the fastest growing industry that Oklahoma has ever had. The film production in Guthrie has grown, with film crews in town for multiple weeks. Davis told about his recent experience of 6 weeks with film production crew that stayed in his BnB. Fortney said that in the works is an Academy of Film and Television, to open in OKC to train workers for the increase of jobs to fill in films in Oklahoma. There are plans to build large soundstage buildings to have available, The Oklahoma Film & Music group works with the legislators to raise the needed funds. By the end of this fiscal year, the film industry will spend \$40,000,000 in Oklahoma.

Board Comments: Davis said he looked at the last 5 years of CVB applications for event support. He recommended more discussion on the review of each post-event form, for accountability. He also mentioned ideas for conventions/competitions Guthrie could host, for groups such as pipe-fitters, who offer high-dollar prizes that attract participants. There was discussion of appropriations of funds and more accountability from each group that applies. Dahlin said that the post-event report is detailed in what is required, and those requirements should be enforced. Pittman suggested a checklist that could be used to "grade", to determine if all requirements were met.

The next meeting will be December 16, possibly with three new board members that are slated to be approved at the next City Council meeting.

Adjournment: Sikes, made a motion to adjourn, Davis seconded and all voted aye.

 2/11/19