

WOODWARD CONVENTION & VISITORS BUREAU  
BOARD MEETING MINUTES  
March 20, 2019

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, March 20, 2019, at 9:30 a.m. with the following people present:

(As prescribed by law, meeting notice and agenda were filed at the Office of the City Clerk at 1:50 p.m. on March 11, 2019 and posted at City Hall at 9:30 a.m. on March 15, 2019.)

PRESENT:	John Brown	Chairman
	Jewell Searcy	Member
	Ron Hohweiler	Member
	Steve Kohl	Member
	Rachael Van Horn	CVB Director
	Cheryle Shepherd	Office Administrator
	Kourtney Weese	Destination Marketing Liaison

GUESTS:           None

ABSENT:           Trenton Sunderland           Member

- I.           The meeting was called to order at 9:52 a.m. by Chairman John Brown
- II.          Attendance of members, ex-officio members and guests was taken.
- III.        Rachael Van Horn went over the financial statements for January and February. February's meeting was cancelled due to bad weather. We are half a percent off from where we should be from this time last year. RVH stated we are still working on collecting from La Quinta. My staff and I have begun to plan ahead for next year's budget by working to cut our spending plan.

Accepted and approved financial statements. JB made a motion to accept and approve the statements and SK and RH seconded.

ROLL CALL

AYES:	Brown, Kohl, Searcy and Hohweiler
NAYS:	None

- IV.        Rachael Van Horn gave the Director's report. RVH stated that currently the most important thing we have coming up in the city for Tourism is the Twister Alley International Film Festival. This event brings several hundred people here from all over, even outside of the country. We are working on tracking the events for data collecting purposes for Tourism. Kourtney added they are working with hotels/motels getting rooms blocked for the event and working to offer filmgoers a more upscale experience and highlight some of Woodward's restaurateurs. We will be including a comment card from all of the participants in the Twister Alley International Film Festival to get their ideas of how things worked or did not work, getting a broad spectrum of input.

RVH stated we are still looking at purchasing patio furniture for the Conference Center, making the patio a more marketable space for smaller, more intimate and upscale events, something good quality that will hold up. Furniture inside the Conference Center will need to be replaced in the near future.

RVH shared the Conference Center and the CVB recently hosted the Lutheran Conference for the first time. Members of Lutheran Conference said they had an amazing experience here at the facility and during their stay at the Northwest Inn. We are hoping to also get the District Lutheran Conference, which is multi state, that was the real homerun.

RVH stated Woodward has been added as a location for the Tourism Summit. We have a lot of ideas for that, we are really working on ramping up that level of experience with a made in Northwest Oklahoma kind of day. RVH said one idea is using charcuterie board to showcasing local meats, cheeses and beer.

RVH stated she is working on organizing a couple classes. One being, David Eagan, 44 year General Manager of the Cattleman's Cafe in OKC will be giving a class on how to turn a place you eat at into a tourist attraction.

RVH stated she and some others are meeting with the Oklahoma Arts Council, which is responsible for a lot of grants. We are running out of some grants that we have been having so it's important for us to make that connection and continue to get that money.

RVH stated she has had some meetings with Sarah and Bobbi of Woodward Main Street and working together with them on some things.

RVH said she and KW are working with High Plains Technology Center on some marketing for the next Connection Series featuring Stan Clark, again, another focus on how you create a destination restaurant. This seems to be a real trend.

KW stated that a double zip-line is confirmed for July 4<sup>th</sup> and started reaching out to several organizations to assist with events this year such as: dunk tank, watermelon eating contest and Patriotic Pooches. We usually have the Salvation Army and Woof Pet Rescue come in and help run these and use the money to help their organizations. We will also be teaming up with Jon Marc at the County Event Center to possibly bring some events inside the Event Center. Possibly having a craft fair, as well as Little Miss/Mr Firecracker pageant indoors as a way to get people out of the heat of the day while still providing events to keep them there in the park and around the area. Everything is going well and we are expecting as or even better outcome as we have seen in years past.

There being no further business, the meeting was adjourned at 10:30 a.m. by motion from JB with a second from JS

/s/JOHN BROWN  
CHAIRMAN

ATTEST:  
/s/CHERYLE SHEPHERD

# OFFICE ADMINISTRATOR

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