

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
April 17, 2019

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, April 16, 2019, at 9:27 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 11:45 a.m. and posted at City Hall at 11:50 a.m. April 11, 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 9:27 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 statement with the Director's Report.

Accepted and approved financial statement. JB made a motion to accept and approve the statement and JS and SK seconded.

ROLL CALL

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

- IV. Accepted and approved regular meeting minutes from March 20, 2019. JB made a motion to accept and approve the minutes, RH and JS seconded.

ROLL CALL

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

New business. Trenton Sunderland will be giving his resignation and a new member will be announced.

- V. RVH gave the director's report and went over the financial statement. RVH stated that we are trending down, just an FYI. JB added that we are just on the edge of a decent economy. RVH stated

we got a little bit of money in from LaQuinta and still working on them. We are working with Jim Morris and others that are bringing events, to get hard data. The foundation of our mission is to get hard data on who and what is bringing them to Woodward to stay overnight. We need numbers. With promotions and drawings we are working to get this information. RVH added this is the year of discovery.

RVH shared that Tourism is currently working with the Woodward Arts Theatre to complete Twister Alley International Film Festival planning and coordination. The headliner, Brian Krause, had to cancel because of an acting job overseas, we are now having Jason London. Josh, the founder and director of Twister Alley had a connection to Clare O'Connor, so we are also having her. I'm still looking for us to improve because of digital marketing, I think our numbers are going to be higher. We will be keeping numbers.

RVH said she and KW are still working on bands and coordinating all of that for 4th of July program. The big push this year is the zip line. We are pulling back from the super detail oriented nature of these other tiny events. We are still doing them, just trying to get other agencies to do them. We are adding a fun little event, Crazy Old Coots Giving Advice.

KW talked about promotions and digital advertising. We are working on the digital targeting turned over to where if you are in a certain targeted area, people engaging in it, pulling it up, reading it, showing interest in it. We are getting a lot of good feedback on Jason London and Clare O'Connor. We are promoting the Popovich Comedy Pet Theatre coming to the Conference Center April 27th.

RVH mentioned we have had great success with participation at the Library for Story Time and Lego Club with these and other events posted to www.visitwoodward.com. We want the visitwoodward calendar to be one stop shopping as far as events in and around town.

RVH went over the Conference Center happenings. As of February events wise, we booked more than we did in 2018 by two. Through April we are 6 behind but money wise we are ahead. Darci and I are working together to market the patio event facility to include those who would like to have wakes, private wine tastings and other more personal, private parties at our center instead of at their home. Get together with family and friends without cleaning up your house.

RVH went over a graph showing the trend we are all facing with regard to sales tax and the coming economical outlook for the area.

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

/s/JOHN BROWN
CHAIRMAN

ATTEST:
/s/CHERYLE SHEPHERD
OFFICE ADMINISTRATOR