

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
May 15, 2019

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, May 15, 2019, at 9:34 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 12:15 p.m. and posted at City Hall at 12:20 p.m. May 9, 2019.)

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

GUESTS: None

ABSENT:	Kourtney Weese	Destination Marketing Liaison
	Trenton Sunderland	Member

- I. The meeting was called to order at 9:34 a.m. by Chairman John Brown
- II. Attendance of members, ex-officio members and guests was taken.
- III. Rachael Van Horn stated that there was not a financial report because of budget deadlines. It will be emailed to each member and we will go over it at next month's meeting.
- IV. Accepted and approved regular meeting minutes from April 17, 2019. JB made a motion to accept and approve the minutes, SK and JS seconded.

ROLL CALL

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

- V. New business. A new board member should be announced at the next meeting.
- VI. RVH gave the director's report. On the financial situation, we have several things on the horizon, one being we are in the middle of budget season. I submitted the budget with an all across the board cut of 3%, however, I got rid of some categories that we didn't really spend money in. We are going to have to spend some money on a special project before July 1. We are lacking a little bit of stage here. We have Miss Rodeo Oklahoma being held here. They have a lot more requirements for that. With a large response to it being held here this year by the Pageant Director. It is a good investment, we have been needing more stage. This kind of Stage cannot be rented locally. We are still looking at a couple different options,. Money wise we are down 1.49% and that includes sales

tax for the city of Woodward. And that includes use tax and local sales tax put together. Use tax is really up and down, its real hard to track it. We have gotten a couple payments from LaQuinta.

RVH-For Tourism, we dedicated quite a bit of time and money, about \$16,000, that includes movie star talent, on Twister alley film festival. Which is keeping with previous years. Jason London sang our praises and still is through his own social media. Everyone enjoyed the Marquee lighting ceremony. We took an informal survey from all the film makers. Film makers said this is the best film festival they go to. Because of the way they are treated, the closeness of the community and it's non-Hollywood. For business and the city this could be a jumping off point for economic development.

RVH-Tourism has been hands on with Woodward Main Street. They are back in with the "official" Main Street Organization which is a huge coo. I'm so proud of them, they are doing great. They have totally redone the community garden, cleaned it up, planted and there are little tables and people are having lunch there. There is much more foot traffic lately downtown. They are creating a stir and drawing people in. The merchants are doing their part with promotions drawing people in. RH stated he hasn't seen it that busy in years, since he was a teen.

RVH- KW and I attended the Lieutenant Governor's Tourism Conference this month. We got a lot of great valuable information. A lot of creative people there, great time to reach out to others and to hear what other CVB organizations are doing. One was Understanding Traveling Trends. What people are doing and not doing, what they are responding to these days and not responding to. Probably the most important one we listened to was how to pay attention and look at the hotel/motel occupancy rates. When they dip down and fall off. Some communities would be weekdays and others weekends. SK stated that the peak is midweek around our town. Weekends are a struggle, depending what is going on. We want to put those numbers together. Our primary mission for the next budget year is incintivising people to stay in hotels. We will be doing very targeted approaches to our advertising. Bull Fighters Only was mostly attended by local people, people who did not typically spend the night. A sample survey of 226 people, only about 20 stayed the night. Twister Alley Film Festival brought more people in and people that stayed the night. Pot O' Gold Roping brought agri-tourism, something we need to start growing. This brings whole families for the event. NJCAA tournament brought in a lot of people and families into the hotels. The CVB is the economic development arm of the city of Woodward. We will be working to promote more of these things.

RVH- We are still working on organizing events for 4th of July. We are hoping to have the zip line across the lake, still working on position.

RVH-Cheryle is working to keep www.visitwoodward.com updated continually with evey event so that it is a one stop shopping for events going on around Woodward. We are trying to get people used to using that site.

RVH-For the Conference Center, we recently updated the sound system, still having some issues, working to get that worked out little by little while intagrating with an aging infrastructure. Little by little we will piece meal replace. That's part of the budget that I'm having to move some things. Technology will be one of our main expenses.

RVH-We are working to get some new things in town to bring heads to beds. Our goal is to increase occupancy at hotels/motels by 5%, that is our goal. JS stated CF Industries turnaround will be bringing about 1100 people to town utilizing restaurants and hotel/motels.

There being no further business, the meeting was adjourned at 10:25 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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