

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

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, July 17, 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 11:20 a.m. and posted at City Hall at 11:30 a.m. July 10, 2019.)

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

GUESTS: None

ABSENT: None

- 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 went over the financial statement. We are very close to be totally self-supporting without having the city contribution. That is the goal, to make any agency self-supporting. JB stated that June sales tax had a pretty big jump. RVH said July should too. The interesting dichotomy in some ways when you look at the graphs of actual numbers of people staying in Woodward and then the numbers of tax dollars going down. We talked about that, because of some of the changes in hotel prices, reducing prices a little bit to make up for the lack of people and all of that is probably playing that reduction in the actual income tax that we are receiving versus a lesser number of visitors. Because there is a very slight increase in the number of people staying year over year that we saw in the graphs that we gave you and went over last month. It is trending upward, which is good news. It's a slight upward trend but it is still upward, not downwards. So, we want to work on programs. What KW and I are doing, we are working on some creation of stacking promotions. Having one event and then another the next day, giving people a reason to stay.

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

ROLL CALL

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

- IV. Accepted and approved regular meeting minutes from June 19, 2019. JB made a motion to accept and approve the minutes, RH and SK seconded.

ROLL CALL

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

- V. New business. Chase Hawley was approved and added as a Board Member
- VI. RVH gave the director's report. KW and I, the Tourism staff, are meeting on a regular basis with Jon Marc Holt and his assistant, Bailey Poer from the Woodward Event Center regarding a regional marketing campaign upon which we would collaborate, macro in its effect. We want to create some kind of calendar that is easy for people to see and use as a marketing tool that has the year ahead. We want everyone in Woodward to understand that you go to www.visitwoodward.com to find out all events.
- RVH added we are also working on a format for a short application for those who approach the Woodward CVB to receive financial support promotions for events they are creating or bringing to the Woodward region. After discussing this with the City of Woodward manager Alan Riffel, who likes the idea of getting input on this process from the board, we will treat it formally as a process in which the board will review the packets and will advise the director. The ultimate decision will be made by me with input from the City Manager. We will probably work with you guys as an advisory. We will consider things like, does it make Woodward look good, does it increase visitorship and people staying overnight, what is it about your event that would make people want to stay overnight, what is your data, what is your success data in other towns?
- RVH stated that CF Industries has reached a high point and it's showing, with packed restaurants in the evenings. JS said that there approximately 600 contractors in the day and 400 at night, expecting about 1800 total.
- RVH said we have two positions open at present that we are interviewing for; Custodian and Banquet Service Supervisor.
- RVH said the Governor will be coming to town for a visit. We are preparing for the Tourism Summit with the Lt Governor in October.

There being no further business, the meeting was adjourned at 10:21 a.m. by motion from JB with

a second from SK

/s/JOHN BROWN
CHAIRMAN

ATTEST:

/s/CHERYLE SHEPHERD
OFFICE ADMINISTRATOR

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