

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
August 19, 2020

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in special session at the Convention & Visitors Bureau on Wednesday, August 19, 2020, 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 8:15 a.m. and posted at City Hall at 8:20 a.m. August 11, 2020.)

PRESENT: John Brown Chairman
 Chase Hawley Member
 Ron Hohweiler Member
 Jewell Searcy Member
 Rachael Van Horn CVB Director
 Molly Ogden Tourism Marketing Assistant
 Cheryle Shepherd Office Administrator

GUESTS: Michelle Murray

ABSENT: None

- I. The meeting was called to order at 9:39 a.m. by Chairman John Brown

- II. Attendance of members, ex-officio members and guests was taken.

- III. RVH went over the financial statement. RVH went over the charts and what the CVB budget covers. The Woodward Chamber budget, half of Woodward Arts Theatre director's salary, Woodward Main Street comes out of the CVB budget. In July of 2017 there is a slight division between the trend lines, revenue and spending. There is a larger division of 50k apart currently. We are planning for 50% down on revenue. Spending will be on promotional methods. Starting in January we will be spending close to nothing.

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

ROLL CALL

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

- IV. Accepted and approved special meeting minutes from July 15, 2020. JB made a motion to accept and approve the minutes, JS and CH seconded.

ROLL CALL

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

- V. RVH gave the Director's Report. After being shut down it took a little longer for us to get going again. The Conference Center is the home for people's weddings this year because people are not traveling. For the next 6 weeks every weekend we have a wedding scheduled. CS explained that we are working with individuals with pricing of the facility in order to accommodate for social distancing. RVH explains that tourism has lost some events like Twister Alley Film Festival and Arts Camp. We do however have four extra rodeos coming in that we don't usually have including the IPRA, HOYRA, and Little Britches. We wanted to promote that as much as possible. All of these will bring in between 700 and 900 people into this area to visit and some to stay overnight. We are giving them gift bags that includes a coupon sheet with deals from local businesses to use during their stay. We are trying to make use of the COVID situation. Darci Miller is taking advantage of the COVID situation by marketing the CC with the room to keep people safe, and tourism is marketing that to the rodeo organizations. We are also working on rewriting and a new layout for the visitwoodward.com website. We are investing in a 1-minute long sales video from Nathan Holliday and his company StoryCo for Woodward Tourism and the CC. We are also in the middle of getting partners to advertise with us in the Oklahoma Travel and Outdoor Guides that go out to over 300k people a year out of state. Our area, because of COVID, is being looked at because of safe distancing. We have received a lot of calls asking about our parks and other services for people to come visit. RVH introduced Molly Ogden, the Tourism Marketing Assistant and CC Event Coordinator, to the members of the board and explained that her position will help save money for the CVB by not hiring another individual.

There being no further business, the meeting was adjourned at 9:59 a.m. by motion from RH with a second from CH.

/s/JOHN BROWN
CHAIRMAN

ATTEST:

/s/Molly Ogden

Tourism Marketing Assistant

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