

WOODWARD CONVENTION & VISITORS BUREAU  
BOARD MEETING MINUTES  
August 21, 2019

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, August 21, 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 9:55 a.m. and posted at City Hall at 10:00 a.m. August 14, 2019.)

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

GUESTS: None

ABSENT: Ron Hohweiler

- 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 and reviewed a graph of the hotels/motels that have and have not paid their sales tax. RVH said we did pretty well in June and July. In August and September we will get the full picture of how the CF Turnaround impacted us. SK stated that August will be way up.

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

ROLL CALL

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

- IV. Accepted and approved regular meeting minutes from July 17, 2019. JB made a motion to accept and approve the minutes, SK and JS seconded.

ROLL CALL

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

New business. None

V. RVH gave the Director's report. We came up with an application format for those wanting to have promotional assistance for Woodward. It is a two page form basically asking the name and location of the organization, the name of the event proposed, the date, contact information for that event, how many times has this event been produced in Woodward, what other cities or states have you hosted this event, what kinds of support did you receive there, describe the event, what kind of support are you requesting, We are going to be focusing some of our advertising efforts on surrounding and static attractions here in Woodward so we have a little more of a regular and incentivising people to Woodward. An example would be a Day Trip Trail. KW explained that with a Day Trip Trail, you plan a day trip for people to come to Woodward and or surrounding towns and then loop back to Woodward on what you can do in a day. You map it out for them, but we don't have to organize with people, just give them suggestions. Because some people just don't know how to organize a trip. And this would get posted on the Oklahoma Tourism & Recreation Department site. We are wanting to market Woodward more as well as our events. The other question on this is, explain how will your event improve the lives of people in this area, how your event will benefit local businesses, how will it improve the culture of the city and how will your event incentivise people to stay overnight in our city? How might it help brand Woodward? They have to answer these questions. This helps determine how much we are going to use our promotional dollars to support that event. For the next meeting we will have this in a format to how you.SK mentioned there should also be a question asking, what would the economic impact be for our community?

RVH said we have a basketball tournament coming that has been organized. We are working with all the coaches at the high school and Eric Wheeler is a part of it. This will be in December. This will be a good number of rooms and these people stay more than one night. We want to be a regional hub for the basketball tournaments.

RVH said agri tourism is a big deal out here, hunting is a part of that. I am working with Mark Reichenberger to feature a hunter safety course with us and we created a duck calling contest. We will also have coffee with a game warden. I think this will be really fun. We have not had something like this. We really want to start pushing the outdoor events.

RVH stated we are so excited for the Lt. Governor's Summit. We really want to highlight our town. We will be having Oklahoma made and local made foods and drinks. We want everyone walking away from this experiencing Woodward and remember it. We will also have David

Egan,

Director of Operations, Cattleman's Steakhouse, and then Mike Knopp, Executive Director, Oklahoma City Boathouse Foundation, these go along with our theme. JB stated that when the Governor and his cabinet were here for the Top 10, they were very impressed with the visit and went on and on about Woodward and how impressed they were. So this will really add to it.

RVH stated that we have filled the spots we had open by hiring two full time people and one part time person. We have expanded some of the services we provide so we have the need for that part time person. Those people are Sam Greer as Custodian, Casey Melvin as Banquet Services and Molly West as part time Event Coordinator while doing some lighting and sound things as well. We had a little going away get together for Ronda Matthews, who will still be helping us out from time to time.

RVH said we have budgeted for and will need to replace some sound equipment.

There being no further business, the meeting was adjourned at 10:20 a.m. by motion from JB with a second from CH

/s/JOHN BROWN  
CHAIRMAN

ATTEST:

/s/CHERYLE SHEPHERD  
OFFICE ADMINISTRATOR

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