

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
September 16, 2020

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in special session at the Convention & Visitors Bureau on Wednesday, September 16, 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 11:40 a.m. and posted at City Hall at 11:45 a.m. September 9, 2020.)

PRESENT:	John Brown	Chairman
	Chase Hawley	Member
	Ron Hohweiler	Member
	Rachael Van Horn	CVB Director
	Molly Ogden	Tourism Marketing Assistant

GUESTS: None

ABSENT:	Jewell Searcy	Member
	Cheryle Shepherd	Office Administrator

- I. The meeting was called to order at 9:35 a.m. by Chairman John Brown
- II. Attendance of members, ex-officio members and guests was taken.
- III. RVH went over a verbal financial statement. RVH stated that we have still carried over into our carry over revenue by \$172,000, which leaves us with about \$12,000 in the carry over fund. RVH sat down with the city manager to discuss the critical place we are in with the budget. We are doing anything we can do to save money. RVH is anticipating for the revenue trend to continue. The CVB budget has be cut 21%. The whole goal of the hotel/motel tax is to support our activities. RVH is working with Laurie Steenbergen is working on a fundraising project in order to raise funds for Twister Alley Film Festival. We will support the Woodward Elks Rodeo, and have done some promotional things for IPRA. For Little Britches, we have reduced the amount to use the facility in order to continue. As far as advertising, we are doing a Woodward Marketing Movie for our website and rewriting the entire website. We will also be staying in the OK guides. We are doing the bare minimum with spending in regard to promotions. Hampton Inn has gone ahead and paid a couple months of their hotel/motel tax which totaled about \$18,000.
- IV. Accepted and approved the verbal financial statements. JB made a motion to accept and approve the statements and RH made a motion and CH seconded.
- V. ROLL CALL

AYES:	Brown, Hawley, and Hohweiler
NAYS:	None
- VI. Accepted and approved special meeting minutes from August 19, 2020. CH made a motion to accept and approve the minutes, and RH seconded.

ROLL CALL

AYES: Brown, Hawley, and Hohweiler
NAYS: None

- VII. RVH gave the Director's Report. We have several rodeos coming. This weekend we have the NW Grocery Getters coming with a show and drag race. We have done a general coupon page that runs through October, and we take them out for people to cut their own coupons. We have passed them out as these types of events for them to use. The roundup club this week is doing another play date at the arena. For the first time we have the Little Britches Rodeo here in Woodward. We did work with them on the price of the facility. Darci Miller has been marketing the Woodward Conference Center heavily on social media. It is having a huge impact on the facility. The roof of the facility is being monitored and worked on due to some leaking issues. We expect it to be a monthly process of monitoring the roof for upkeep. We are continuing to follow protocol for sanitizing, and social distancing here at the Woodward Conference Center. We are monitoring the numbers, and staying informed of the health climate of the area.

There being no further business, the meeting was adjourned at 10:20 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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