

WOODWARD CONVENTION & VISITORS BUREAU  
BOARD MEETING MINUTES  
October 16, 2019

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, October 16, 2019, 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 8:50 a.m. and posted at City Hall at 9:00 a.m. October 8, 2019.)

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

GUESTS: None

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. (Discussing the financial you would have looked at the month before.) Downturn in the economy. We are diversified in Woodward more than we've ever been. RVH has been working on the marginal wells. Bottom line is to expect the picture of the economy to change.

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

ROLL CALL

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

- IV. Accepted and approved regular meeting minutes from August 21, 2019. JB made a motion to accept and approve the minutes, JS seconded.

ROLL CALL

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

- V. New Business. None

VI. KW started the director's report. RVH wanted her to touch on the Tourism Summit. They had around 60 individuals. They had very enthusiastic comments from those who attended, and the speakers were available to assist people if needed. The LT. Governor stayed for the entire event, and attendees were very excited about that. Overall, they had a positive experience at the Tourism Summit. The one thing RVH and KW struggled with is that they sent invites from over 150 restaurant owners, and 3 showed up. They are very interested in hosting another Tourism Summit next year.

RVH arrived.

RVH partnered with Mark Reichenberger and started the duck calling contest. It was very small. But as a result of the event, they made a connection with an individual from Enid that was a part of an outdoor show. They were interested in backing up an outdoor show for September 18 and 19<sup>th</sup> at the County Event Center. There will be performances, demonstrations, and activities for the kids. They are expecting a much larger turn out for the event.

RVH mentioned an area that we already have, which is sports. The winter classic basketball tournament is an event that will have people coming into town. RVH is collaborating with the sports board at the high school and it will be called the Compass Winter Classic. Eric Wheeler will be sponsoring the event with his business, Compass Athletics. There will be families staying in hotels for the event and RVH has been working with the hotels. The rooms will be drastically reduced or comped and there will be money raised to pay for those rooms. She is continuing her work with the hotels for this event. Around 240 students and their families will be staying in town. Teams from all over, including different states, will be attending. The goal overall is having people stay.

RVH mentions Fall a Days, and tourism will have a booth at the event.

RVH is working on a state organization with Dewey Bartlett. She is having a meeting with them on the 24<sup>th</sup>, and she is meeting with the Governor and Lt. Governor on the current status of the oil field in our area specifically. This area has been supported by marginal wells primarily. They support the people here in this area as well as paying to the state. She has a dialogue with the state about bringing DCP to the table and asking them to change their practices. The people who drill in this area are needing incentives, not just large corporations. We are going to see a resurgence of vertical drilling as opposed to horizontal, which should be supported.

KW is working with a new restaurant that will be coming in.

RVH is talking with her son in law that is in the movie business for some new projects.

RVH and KW are working on planning a winter fest that is associated with Crystal Christmas. KW did the work to contact Jacob Masters out of OKC, which is a lighting company to help with set up. They are receiving 12 new Woodward specific decorations that will be lit by the OKC company. Bayley at the County Event Center is partnering them with an event that they did last year. There will be live reindeer, cookies with Santa, the gift shop will be in the County Event Center. We have the idea that you will enter on Lakeview and exit at 1<sup>st</sup> by the County Event Center where you can stop at gift shop with parking at the end. It reduces our need for volunteers. Starting to get the word out about the changes being made.

RVH is putting together the very beginning of the drone festival.

RVH added there will again be a Christmas tree lighting at City Hall.

RVH said We have been given suggestion about having something on New Year's Eve, that is family friendly for a New Year celebration.

RVH said We are reviewing the applications. They haven't had anyone new come into the system. We want to put it into a more user-friendly format.

RH added No geese have been spotted. The ducks are happy.

There being no further business, the meeting was adjourned at 10:25 a.m. by motion from JB with a second from RH

/s/JOHN BROWN  
CHAIRMAN

ATTEST:

/s/CHERYLE SHEPHERD  
OFFICE ADMINISTRATOR

Board/Minutes.10/16/19