

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
October 21, 2020

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in special session at the Convention & Visitors Bureau on Wednesday, October 21, 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 12:30 a.m. and posted at City Hall at 12:40 a.m. October 14, 2020.)

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

GUESTS: None

ABSENT: None

- I. The meeting was called to order at 9:30 a.m. by Chairman John Brown
- II. Attendance of members, ex-officio members and guests was taken.
- III. RVH went over the financial statement. In September, Hampton Inn began paying and catching up on lapsed payments. RVH began budgeting down the numbers as to what we will be getting this year. RVH has discussed with the City Manager as to how to move forward. RVH provided numbers as to the impact of the received money in the city which is discussed in the director's report. Our revenue has contracted anywhere between 43% and 52%. Assuming the trend continues, RVH has a worse-case recommendation as to how this agency needs to survive. JB and CH requested RVH share that recommendation. RVH has given her recommendation to the City Manager and has discussed to only operate within the 450-460k dollar revenue range which only covers the payment of the Conference Center and its staff. That would include the possibility of no longer having the tourism director/assistant positions. The general manager of the Conference Center would have to take on a limited responsibility of tourism, and the management of the other facilities in town with zero promotional and advertising dollars. This recommendation would allow for the continuation of the facility for 2-3 more years until things level out. We are starting to see a \$5000 dollar amount increase per month, in hotel/motel tax. We are beginning to see a moderate increase in those numbers for next month. RVH estimated the 2021 budget numbers based on the economic trend.
- IV. Accepted and approved the verbal financial statements. JB made a motion to accept and approve the statements and JS made a motion and CH seconded.
- V. ROLL CALL

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

- VI. Accepted and approved special meeting minutes from September 16, 2020. JB made a motion to accept and approve the minutes, RH made a motion and CH seconded.

ROLL CALL

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

- VII. RVH gave the Director's Report. We are moving into an uncertain year but working on getting people to visit this region. The Conference Center continues to be a trusted venue, taking the precautions necessary to maintain a healthy facility. We have hosted several rodeos, mainly youth based. However, the IPRA did not receive the community support necessary to continue to bring professional rodeos to the area. The IPRA rodeo did bring in about 120 contestants to the area and did make an impact by spending money in the community. HOYRA was here for the second time bringing in about 200 contestants and their families. RVH received a request to begin collecting data regarding the impact the city experiences with events such as these. RVH has a meeting scheduled with all the hotel/motel general managers to begin figuring out ways to collect that data. RVH did a simple sampling of numbers and found that most hotels have a question in their registration regarding why the guest is in town. The individuals staying in Woodward, did make a positive impact economically in the community. RVH is estimating about 40% of the usual number of people that attend the Farm Expo, attended. We are moving towards different ways to provide guests in town with discounts at local establishments as opposed to using paper coupons.

There being no further business, the meeting was adjourned at 10:00 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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