

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
November 20, 2019

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, November 20, 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 10:04 a.m. and posted at City Hall at 10:10 a.m. November 15, 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:	Chase Hawley	Member
	Jewell Searcy	Member

- I. The meeting was called to order at 9:32 a.m. by Chairman John Brown
- II. Attendance of members, ex-officio members and guests was taken.
- III. RVH (Discussing the financial you would have looked at the month before.) La Quinta Inn is in receivership. Compared to last year we are up 23,000-24,000. Single Tree Inn is now OYO, which is a franchise and Red Carpet Inn is now Roadway Inn. JB said mid July is going to skew numbers a little bit but the CF turn around was helpful. SK said October ran 39% of the area for brand hotels. November is not looking very encouraging because of the holidays.

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

ROLL CALL

AYES:	Brown, Hohweiler and Kohl
NAYS:	None

- IV. Accepted and approved regular meeting minutes from October 16, 2019. JB made a motion to accept and approve the minutes, RH seconded.

ROLL CALL

AYES:	Brown, Hohweiler and Kohl
NAYS:	None

- V. New Business. Board Members looked at the new Application for Event Promotional Assistance from Woodward Convention & Visitors Bureau.

RVH gave the director's report. One of the things we are focusing on are promotions that we can attach to what we already have happening to give incentive to even stay one night. For example, Crystal Christmas. They will do a drawing with the people who enter who stay over night here. We have been very instrumental in Crystal Christmas this year. There are plans to continue to grow the displays. Traffic will flow a different way this year. KW says that Kyle Wilson will be doing a food truck night to incentivize people to go see Santa and ride the Kiwanis train. Continuing to change it up to benefit the area. There have been positive changes made to CC.

RVH said the Shop Local promotion has been going well and they are telling stories with downtown businesses as to why it is important as a community to support the local businesses. It is very important, especially this year. It's reaching a lot of people on a weekly basis.

RVH said we are working on two different things in regards to static attraction; 1. Land to hunt around this area. OLAP and public land. We don't have, at all, any brochure to serve as information for individuals who hunt here. We can provide a link and picture of what we have available. It is our most impactful thing we have here in this area. We are working on making sure we are properly marketing that. 2. We are looking at a company that does a whole Adventure Park. Attractions include a zipline, climbing tower, repelling tower, ropes course. It is really great construction. We are looking at this for another static attraction for people to come here from the outside. They can come and train and rent out the facility, etc. RVH is trying to find a way to rent our kayaks instead of keeping them stored. As well as creating events centered around the kayaks and the band shells in order to bring in revenue and for the areas to be utilized. JB added that they might try to give the kids a free ticket for Mini Golf with the adults paying as a way to get more attendance. KW added it needs spruced up a little. RH added that his little cocker spaniel just wants to take a dadgum dump there everytime, lol

RVH added that they are also working on the details for the two shows coming, the Outdoor Show and the Drone Festival. RH saw a Done Festival on TV and found it quite interesting and is really excited for our area to have something like that!

RVH said the Conference Center has a new sound system. It is great and none of the problems we use to have are present. It was a capital investment at \$7,000. Everything is much more user friendly and sounds great.

RVH added that Darci Herber partnered with Clint White to have the Princess Ball, it was a huge success! There were many people that stayed in town for the event and they have already scheduled for next year. Darci has also taken over the General Manager position at the Conference Center.

There being no further business, the meeting was adjourned at 10:23 a.m. by motion from JB with a second from RH

/s/JOHN BROWN
CHAIRMAN

ATTEST:

/s/CHERYLE SHEPHERD

OFFICE ADMINISTRATOR

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