

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
December 18, 2019

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, December 18, 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 10:03 a.m. and posted at City Hall at 10:10 a.m. December 16, 2019.)

PRESENT:	John Brown	Chairman
	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: Jewell Searcy Member

- I. The meeting was called to order at 9:37 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 report. (Discussing the financial you would have looked at the month before.) What the business volume means is the amount of dollars that the hotels made all together. The percentages of reduction of hotel/motel tax we are bringing in. RVH sat down with her two leaders and made a plan for the next 6 months in order to find \$72,000 in the budget. Our budget for this year was \$915,000. As far as revenue, we are at about 33% of what we should be. This trend is 15% every month on an average reduced revenue from the hotel/motel tax compared to last year. We found \$72,000 in cuts regarding billboard costs, Express help, office supplies, special projects, promotional advertising and capital expenditures. We should be spending about \$20,000 less than our revenue after all is said and done.

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

ROLL CALL

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

- IV. Accepted and approved regular meeting minutes from November 20, 2019. JB made a motion to accept and approve the minutes, SK seconded.

ROLL CALL

AYES: Brown, Hawley, Hohweiler and Kohl

NAYS: None

- V. New Business. The NWOK Show Pig Circuit. Barkley Holt is asking for \$3,000 in promotion funds through tourism. He uses this money to go back to the kids for scholarship funds, etc. Last year he was given \$1,500.
- VI. RVH gave the director's report. They will be picking a town to build a sound stage in, and we are trying to be the ones to grab that concept and develop a relationship with companies for movies. We are likely to have a lot of competition for that plan. Twister Alley is a tourism focused event, and what we will be focusing on for economic development.

RVH said This is the first time we have lost production jobs in the oil field. The DOC is looking at possibly closing the prison which will lead to the loss of more jobs. RVH is writing a bill called the Oklahoma Based Oil and Gas and Vertical Drillers Industry Enhancement Rebate. This will be an incentive for vertical drillers. Vertical drilling is cheaper and more ecologically responsible.

RVH said It has been a very successful holiday season for tourism. We are working on intermittent promotions for the next holiday season.

There being no further business, the meeting was adjourned at 10:35 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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