

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
January 28, 2016

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in special session at the Convention & Visitors Bureau on Thursday, January 28, 2016 at 12:00 p.m. with the following people present:

(As prescribed by law, meeting notice and agenda were filed at the Office of the City Clerk at 3:35p.m. and posted at City Hall at 3:45p.m. January 20, 2016)

Present: Gary Goetzinger (GG)	Chairman
Steve Kohl (SK)	Member
Caryl Parsons (CP)	Member
Trent Sunderland (TS)	Member
Dwight Hughes (DH)	Member
Chris Crompton (CC)	Executive Director
Sarah Wolfington (SW)	General Manager
Jennifer Newton (JN)	Destination Marketing Manager
Chicobi DeArmond (CD)	Office Administrator

GUESTS: NONE

- I. The meeting was called to order at 12:05 p.m. By Chairman Gary Goetzinger.
- II. Attendance of the member, ex-officio members and guests were taken. Bylaws were passed out by request.
- III. Voted to approve the Financial Statement. CC stated that we have cut back. Spending little money as possible, with being 41% down on hotel/motel tax from last year. Everyone is having a tough time. SK stated that business is picking back up; he is 1 or 2% up from last year. CC continued to say that we are trying to work with Google and EDF to see if we can drive them to Woodward. JN stated that we are thinking way down the line that possibly a data farm can possibly come to Woodward. CP asked if the conversation between us and Google has started. JN continued saying that they have had interviews and that it could be a good possibility that they could come to town. DH went to say that Google is very secretive but a good possibility, and would be a good thing to put Woodward on the map. CP stated that customers from out of town are getting frustrated with her, because of the internet service, which is broadcasted in the restaurant. CC stated that we have received a quote from AT&T for fiber optic lines to be ran a mile, that was \$68,000 dollars for one mile. The City of Woodward made a deal with Pioneer as a Municipality and we received fiber optic internet lines. CC stated that Fiber Optic is something that the bigger places have, and that is what we need to use to bring in more people and benefit the City.

ROLL CALL

AYES: Goetzinger, Dwight, Kohl, Parsons, Sunderland

NAYS: NONE

- IV. CC started off saying that he has resigned from his position as the Executive Director but stated his thank you to everyone. CC stated that it has been a great year here in Woodward; also it has been a pleasure to work with all of us. SK asked what the process of replacing Chris Crompton is. CC stated that there will not be, he believed that Sarah Wolfington and Jennifer Newton-Madara can take care of it. CC continued saying that Sarah and Jennifer will be alternating who will be briefing the Board, to keep them updated. And will be stating a brief report.
- V. SW started off saying that for the Conference Center the numbers of events have gone up slightly, and that the Conference Center has become the venue for weddings. SW stated that Lance Osborn the Event Coordinator has been doing very well, with his pastor background, SW believes he is perfect for the job. SW stated she went to a Bridal Show over the weekend, and that she believes that it would do great in Woodward. SW stated she collected a generous amount of brochures, business cards, and information on the vendors that were there. SW continued saying that the Conference Center has made it affordable to people that do not have the money to take a lengthy Honeymoon. SW stated that the Conference Center has had 30 weddings, since opening. SW continued saying that we have bumped up our prices a little bit, along with our Essentials list, because they are making more money. SW stated that we are also working on an Outdoor Expo, with indoor and outdoor vendors. With Boats, ATV's, Fishing, and other activities. DH suggested the Gun Show even be in the Outdoor Expo. CC stated that we could get Cabela's and Bass Pro for anchor sponsors for the event. CP mentioned that B&K BBQ is leaving; SW stated that we are now catering with Chase's BBQ and they are added to our In-House Lunch Menu.
- VI. JN started off saying that Tourism is doing great thing, starting off with the Historical Society Conference and the Mayors Conference, along with the Twister Alley Film Festival that has two Oscar nominated films. CC stated that there was a survey done among the filmmaker across the country, and we have made it to the top 10 in the country. JN continued saying that we will be having a Street Party in front of the Arts Theater, and continue to let everyone know about the event. TS suggested having Gary England from News 9, along with Marty Logan come with his truck to support the event. JN continued saying that the Harley Davidson Owner's Group Rally will be coming to Woodward September 1-3, JN continued saying that Kansas and New Mexico are not going to having a rally, so they believe this will bring in more people this year. JN continued saying that they will be engaging the community to come check out the bikes and have a night with HOG. JN stated that we do have some weekends available for the Arena simply because some Rodeos will not be going forth this year, because of funds. TS stated that the size of the sports that are coming to Woodward would make up for the difference, with the occupants eating out at restaurants, and hotel-motel tax. JN continued saying 2016 is going to be great, with

- drone racing also on the agenda. JN stated that we are very sad that Chris Crompton is leaving. But he has empowered the entire team to reach our potential.
- VII. CP started off saying that we enjoy our jobs very much, but cheap things are not good, and good things are rarely cheap.

There being no further business, the meeting was adjourned

/s/GARY GOETZINGER
CHAIRMAN

ATTEST:
/s/ CHICOBI DEARMOND
ADMINISTRATOR