

WOODWARD CONVENTION & VISITORS BUREAU  
BOARD MEETING MINUTES  
February 18, 2016

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Thursday, February 18, 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 8:55a.m. and posted at City Hall at 10:00a.m. February 10, 2016)

PRESENT:	Gary Goetzinger (GG)	Chairman
	Caryl Parsons (CP)	Member
	Dwight Hughes (DH)	Member
	Steve Kohl (SK)	Member
	Trent Sunderland (TS)	Member
	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 12:03 p.m. by Chairman Gary Goetzinger.
- II. Attendance of the members, ex-officio members and guests were taken.
- III. Voted to approve the financial statement. SW stated that the Financial Statement is slightly depressing, but there is a little improvement with hotel/motel tax. SK stated that the Northwest Inn is a little busier, with construction and the warmer weather working in their favor. SW continued saying that our department is reviewing the budget and continuing to save money. SW stated that it is a priority to not spend money, and that we do not see any big spending coming up in the near future. SW continued saying that we are planning to re-distribute some of the budget back into advertising and promotion. SW mentioned that we are working with clients, for example OneOK came to us last week and stated with budget cuts they are not able to pay the complete \$200.00. SW stated that she has agreed to \$100.00 that OneOK requested as it was better than losing them permanently. SW said that Tri-State Oil and Gas Convention is also getting our 2015 prices as we are trying to keep them at the Conference Center. TS asked if we are going to give a discount to people who have a certain amount of number of events here each year. SW stated she has thought about doing that, but didn't want backlash from the people that have already paid. SK asked if we charge sales tax to the clients. SW stated that we do not charge sales tax. The prices for a meeting room are \$200.00 on weekdays, and \$250.00 on weeknights and weekends. SW continued to say that we have to cut back on overtime and comp time, but also must have enough staff to cover the office. CP asked if there is a percentage that we need to keep our time at for payroll. SW stated no, but we

only have overtime or comp time on the events that are higher value than most. SK asked if we could bring in interns or volunteers for those busy events. SW stated that even they are expecting to be paid. TS asked if we have to give part time employees benefits. SW stated that we are working with Express Personnel, but the only problem is that you don't always get the same person you have trained. SW continued saying that we cannot make our janitorial services work every weekend; so, we will need to come up with a solution. TS mentioned hiring seasonal people like they do for the park, or college kids for summer time. DH then asked if we knew anything about the line item mistake in the Woodward Newspaper. GG confirmed it was the city transferring money. CP made a motion to approve the financial statement; TS second.

#### ROLL CALL

AYES: Goetzing, Parsons, Hughes, Kohl, Sunderland  
NAYS: None

- IV. Approved minutes. DH made a motion to approve the minutes; SK second.

#### ROLL CALL

AYES: Goetzing, Parsons, Hughes, Kohl, Sunderland  
NAYS: None

- V. GG started off saying that he would like the agenda to be changed, and to take out agenda item number 5. SW agreed.

- VI. No new business.

- VII. SW stated that she is not overly concerned about the Conference Center as our bookings have increased by 15 since the last board meeting. SW stated that we are going to be calling clients from last year that usually have annual events to see about re-booking. SW confirmed Bank 7 called and reserved a room for their Christmas Party because of the Conference Center's reputation of booking quickly for December. SW continued saying April is looking great, with many good sized events and weddings. The Conference Center is going to be very busy with no weekends free.

SW stated that we are going to be pushing forward with the Bridal show, and hope to have it in early 2017. SW continued saying that we are hoping it will go really well. Ruffles & Rust bring the same clientele so it will be interesting in March to see if the economic downturn has a big impact on the show.

SW stated with the Outdoor Expo in Oklahoma City, the economy had a big impact on the show. Vendors were not happy about the turnout for the event and shared that the event was not promoted enough which contributed to low foot traffic. SW

continued saying that we have put the Outdoor Expo on the back burner for now. CP mentioned that we could do the Outdoor Expo in fall before hunting season.

SW stated that everyone is excited for the OK Historical Society and the OML (Mayors Conference) State Conference's that will be coming in April and June. During the OK Historical Society State Conference, we will be having a "Western Swing Night" honoring Ron Hohweiler which will be open to the public with tickets on sale for \$20.00. We will have 100-150 tickets on sale to the public. CP asked if this was a celebration or a presentation. SW stated that it was kind of both; the layout will be different than anything anyone has seen at the Conference Center.

SW continued saying that Ruffles & Rust is doing really well and that they are almost sold out on vendors booths. CP asked if there are any local vendors in the show. SW stated that they do not tell us who their vendors are, but in the past, they have had local vendors at the show.

VIII. JN started by officially announcing that we will be hosting FogHat, ONE and Phil Brown to perform at the "Evening with Hog." JN said the Harley members will be seated on the floor of the Crystal Beach Arena, and the public will be seated in the stands. These bands will be playing on Friday, September 2<sup>nd</sup>. JN stated that the Rally is also bringing the 2017 Demo Fleet, which displays the new 2017 Harleys for public viewing and test-driving, along with a professional Harley stunt team. TS asked if we knew where they were setting up the stunt driving. JN stated no not yet, but they are taking both buildings at the County Event Center. CP asked if we are going to be sponsoring and promoting the event. JN stated that we have a \$5,000 promotional deal with the Rally. We will promote the event, but HOG will actually arrange it all themselves. TS also suggested a preplanned tour for the Rally, with food to eat and to show off what Woodward has to offer. JN stated that we will have an opening night event with Jake Gill on Main Street. TS asked which blocks Main Street will be blocking off for the event. JN stated that Main Street is currently looking at closing 7<sup>th</sup>-9<sup>th</sup> Street for the event. DH asked if the Rally was something that always moves locations every year. JN stated that we would love to have it every year in Woodward, but it is an event that typically moves each year; however, this won't stop us from bidding on it again.

JN stated the Senior Games and the North American Falconers Association will also be coming to Woodward. JN stated that during the Senior Games there will be Senior Team Roping which is unique to Woodward. JN continued saying that Yukon, Oklahoma holds one every year, and it will be a unique thing for Woodward to hold. SK stating that it is between us and another town on who wins the bid for the Falconers. JN stated that the Falconers would be arriving in Woodward November 13-19<sup>th</sup> for their event. SK stated that his rates for the hotel are good, but he doesn't have a banquet hall to fit 200 people. SW stated maybe the Conference Center can assist.

DH asked if we had a meeting for all the General Managers of the hotels to discuss the bigger events, so everyone is on the same page. JN confirmed the CVB does

organize a meeting and the next one is in a week. SK stated that he and the hoteliers cannot discuss pricing but they do discuss the events that are coming to town.

JN discussed the Press Release that Governor Mary Fallin sent out about Tourism and how it is important. JN continued saying that our economy might go up or down, but the more we work on Tourism, with a strong focus on social media (Spotlight) and events (sports and drone racing), it uplifts the community. JN stated that Oklahoma City or Tulsa might see us on Facebook, or in Travel Ok and think maybe there is more to Woodward than they originally thought. JN said we are thinking about having another Familiarization Tour of Woodward, to bring in more decision-makers and show them what Woodward has to offer for large conferences.

GG then asked if there was anything the CVB board could do for either JN or SW. JN stated that if we could have their feedback on how we were doing, and also to feed us any possible leads that they think will do well in Woodward. DH stated that he thinks the Conference Center, CVB, and staff are doing a great job, and when we promote the events, we are giving a sign to the community that we are trying to give back. JN stated that we are trying to bring more new events to Woodward, but are also still trying to focus on the events that are held every year in Woodward as we understand the value of maintaining those events as well. SW stated that because of our educational events we host as free events, attendees see potentially what they could do at the Conference Center, ranging anywhere from family reunions to weddings. JN asked if there is anything the board needs from us. DH stated that he thinks we are doing great, everyone else agreed.

There being no further business, the meeting was adjourned at 1:00 p.m. motion from GG with a second from SK.

/s/GARY GOETZINGER  
CHAIRMAN

ATTEST:  
/s/ CHICOB DEARMOND  
ADMINISTRATOR

Board/Minutes: 02/18/16