

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
April 21, 2016

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Thursday, April 21, 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 9:50a.m. and posted at City Hall at 9:55a.m. April 11, 2016).

PRESENT:	Gary Goetzinger (GG)	Chairman
	Caryl Parsons (CP)	Member
	Steve Kohl (SK)	Member
	Sarah Wolfington (SW)	General Manager
	Jennifer Newton (JN)	Destination Marketing Manager
	Chicobi DeArmond (CD)	Office Administrator

ABSENT:	Trent Sunderland (TS)	Member
	Dwight Hughes (DH)	Member

GUESTS: None

- I. The meeting was called to order at 12:02 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. JN started off the meeting with passing out the revised copies of the financial statement, stating there was a formula imputed wrong into the system. JN continued saying the revenue was looking good, and hotel/motel tax was great for March. JN stated her and SW have been through the budget with a fine tooth comb and have reclassified some items and have moved things around; so, now everything is where it needs to be. We are estimating to use 90% budget by the end of the year. CP asked how it would affect the budget if it is still in the promotional budget. JN stated that it won't, but this year will be the hardest since it's our first, and now we know everything is accounted for. JN stated that we do not have access to every line item, so there are some things we can't change. JN continues saying that the City and the CVB are showing more support towards the Woodward Arts Theatre, with Laurie Steenbergen working for the theatre as Director under a \$10,000 dollar salary from the CVB's salary line item. SK stated that he knows the CVB Promotes and helps out the hotels/motels by bringing people to Woodward, CP stated that the CVB is spread thin, but if we trust it than she does too. CP asked if Main Street couldn't share the cost of it. JN stated that it is under salary, and we cannot do anything with those line items. SK asked who budgets the hotel/motel tax revenue line items. JN stated we do not budget the revenue from hotel/motel taxes, we only budget the expenses. JN continues saying that we are

working very hard on our budget to be able to keep our current staff. The City has asked all departments to cut their budgets by 20% and with the departure of one janitorial and ex director salary, we are close to hitting our 20% decrease. SK asked what we budgeted for trips and travel expenses. JN stated we knocked it down \$1,500, for more room for promotional and advertising expenses, but this is not the year to be planning on taking trips. SK asked about the Mayors Conference in June, and how well that was bringing people to Woodward. SW stated that we are excited for the upcoming Conference's and events but we are not planning to do them for free. We need a few more under our belt before we decide to do that. SK made a motion to approve the financial statement; SP second.

ROLL CALL

AYES: Goetzinger, Parsons, Kohl
NAYS: None

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

ROLL CALL

AYES: Goetzinger, Parsons, Kohl
NAYS: None

- V. GG started off saying that he was going to be staying on the Convention & Visitors Bureau Board. JN and SW stated that they are pleased, and appreciate him staying.
- VI. SW stated that the Conference Center is doing well, as our bookings have increased by 33 since the last board meeting. SW stated that we are closer to our 150 bookings for this year. SW continued saying that the Conference Center is busy, and that we are already booking for next year. SW stated OMPA loved the Conference Center & Woodward; Bank 7 booked the whole building for their Christmas party. We will be bidding on the OK Arts Council State Conference for 2017, SW continued saying that she has brought Michelle Murray onboard to help. SW also stated that we will be bidding on Miss. Rodeo Oklahoma, to be the venue for the next 3 to 5 years; it would be in the week of the Elks Rodeo. CP asked what kind of sponsorship does the other town offer to the girls. SW stated cash, and it's around \$5,000. CP stated we could compete with that, especially with it being for 3 to 5 years. SW stated that she has cut the prices for the meeting rooms, to bring in more people. CP stated that Dinning & Dancing with Daddy was wonderful.
- VII. JN started off with Twister Alley, stating tickets are \$12.00 and that price will get you into the welcoming bash and the festival throughout the weekend. JN continued saying that there will be a hamburger dinner, the Boomer Band will be playing at the bash. Once everyone gets there food, Josh Hope will be walking everyone over to the Theatre for an opening night film.

JN stated that she does have a new idea for 4th of July, calling it “Home of the Brave Fest” honoring our local military and first responders that fight for us daily. The rules are they have to be a local for at least 3 years, and we will select a few to come up on stage, but pictures will be placed throughout the park to honor our hero’s. CP asked how we are going to get the word out of the event. JN stated that they have placed it on Facebook already, and are hoping for some radio ads. CP asked if we were going to have a discounted price on the pool, for the 4th of July. SW stated that it does stay pretty busy during the day. JN stated that we will have no main act this year, and will have local entertainment performing throughout the day.

JN stated that HOG Rally was in full swing with the Committee being in town April 21st-23rd. We now have tickets for sale online at www.EventBrite.com for the concert and are planning to have physical tickets for sale in the offices soon. CP asked what we need from them as the tourism board. JN and SW both stated any help the Board could give in getting the word out about all of our events would be greatly appreciated. SW stated ticket sales for Ron Hohweiler, and impact on the High School Rodeos and what they are doing for them. JN continues saying that movies in the park dates were also released today and will be on Facebook. JN stated Main Street will be having Music in the Park, with live local entertainment.

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

/s/GARY GOETZINGER
CHAIRMAN

ATTEST:
/s/ CHICOBI DEARMOND
ADMINISTRATOR