

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

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Thursday, July 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 9:00a.m. and posted at City Hall at 9:05a.m. July 14, 2016).

|          |                       |                               |
|----------|-----------------------|-------------------------------|
| PRESENT: | Caryl Parsons (CP)    | Member                        |
|          | Trent Sunderland (TS) | Member                        |
|          | Dwight Hughes (DH)    | Member                        |
|          | Jennifer Madara (JN)  | Destination Marketing Manager |
|          | Chicobi DeArmond (CD) | Office Administrator          |

|         |                       |                 |
|---------|-----------------------|-----------------|
| ABSENT: | Gary Goetzinger (GG)  | Chairman        |
|         | Steve Kohl (SK)       | Member          |
|         | Sarah Wolfington (SW) | General Manager |

GUESTS: None

- I. The meeting was called to order at 12:00pm by Member Dwight Hughes
- II. Attendance of the members, ex-officio member and guests were taken.
- III. Voted to approve the financial statement. JN started off the meeting stating we have officially been 2 months in the positive. JN continued to say that the hotels have not been thinking that it is as good as it looks. TS asked if they thought it was a false positive, along with CP asking if they gave us numbers that they were expecting. DW stated that it has been easier than ever to get a hotel room, and he believes that will increase the chances of getting to bring the bigger events here. JN stated that the hotels are more in the mindset of the 90% 's when it was a horrible economic downslide. CP stated the top of Texas is down 55% from last year's sales tax, and Woodward is not nearly as bad as them, stating we could be a lot worse than we are. JN stated that the arrow is pointed up for us. JN went on to state that we only used 95% of our budget for the last fiscal year, and that we have been very frugal with our spending. CP stated that if the City/County/State was treated like a private business, they wouldn't be in the tough times that we find ourselves in now. CP also asked if the hotels gave projections of what they expect to receive for the year. JN stated it's more of a car count, and that we receive no specific count or number of reservations, but even that isn't discussed extensively. CP asked if more General Managers were speaking than the others. JN stated that the ones that are doing well are more tightly lipped on things, than the ones that are not. JN continued to say that RV Parks and apartments are doing a 30 day lease, and the General Managers are voicing concern

over this. CP and TS agreed saying that this offers another avenue to the traditional hotel stay. CP made a motion to approve the financial statement; TS second.

#### ROLL CALL

AYES: Parsons, Hughes, Sunderland

NAYS: None

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

#### ROLL CALL

AYES: Parsons, Hughes, Sunderland

NAYS: None

- V. JN started off saying that the HOG Rally is coming up September 1<sup>st</sup> through the 3<sup>rd</sup>. JN continued saying that there will be a large poster coming to the board members to present at their businesses. CP asked how the ticket sales were going also with the sales online for the FogHat Concert. JN stated that ticket sales are not huge; everyone waits until the last minute to buy or order their tickets in our area. JN stated there will be box seats for sponsors at the arena during the FogHat concert, and if the attendees show up early enough they could possibly have box seats also. CP asked what time the concert will start; JN stated 7:00pm. JN continued to say that the first High School home game for football is that same night, against Clinton. JN stated that FogHat won't be on the stage until 9 or 9:30 pm and that maybe after the football game more people will show. JN stated that around here you have to have sponsors, social media and some type of marketing to promote the event. DW asked what the sponsorship packages are, along with CP asking if we are having a tough time getting sponsors. JN stated that yes we are with this economy, but if the board has any thoughts on who could or possibly would sponsor, that would be great. TS mentioned Oreilly's. CP asked how much total we are asking for from our sponsors. JN stated \$10,000, but if we don't receive that money then we will still be alright. CP asked about the Stunt show and the Public Demo Fleet, which will be going on within the Hog Rally. JN stated that the stunt show was originally just for the Hog Members themselves, but we have convinced the members to open it up to the public on Friday. JN continued saying, the Hog Rally itself was a private event, but with cross promoting, and the other 3 rally's not happening this year, we expect a big turnout. CP asked how many people we were expecting. JN stated around 1500 people. DW asked if the Hotels were becoming booked for the event. JN stated several places are books, and she believes Northwest Inn is sold out, while Candlewood hasn't received many bookings but once it gets closer to time they should also be full. JN continued saying they will be having a drone fly over Main Street to take an overhead pictures. JN stated on Friday there will be the Concert, with rides all day, a lighted bike display, with a parade to follow on Saturday. JN continued saying on Sunday there will be a Ministry Service for the Hog Members donated by the Christian Motorcycle Association.

JN stated that she has spoken with LaVern Phillips about a new project for Woodward. JN continued saying she would like to start a wind energy tour, following a specific route of the amazing wind turbines. The route could start in the field and end at High Plains Technology, going over the class they have there along with an up-close tour of the inside of the turbines. CP stated she thought it was a great idea, and could even start a self-handled tour with an app or the radio.

JN stated that there possibly will be a Hispanic concert and rodeo coming up in October. TS stated that they do everything, from catering to promoting. TS continued saying there was a German Fest on October 1<sup>st</sup> also, with Brots and beer. JN stated she was super excited, and that we have a lot planned.

- VI. JN stated that the Conference Center is doing an amazing job, with a total of \$159,000 of revenue for the fiscal year. JN continued saying that for our essentials menu, we have tripled our profit from last year, with a total of \$4,500. TS asked how the Mayors Conference went. JN stated that it went very well, with tours of the Museum and Covingtons, meetings, and Boiling Springs golf. JN continued saying that Lori Adams will be stepping up to assist with the Event Coordinator position.
- VII. JN stated Twister Alley was a success as the number of filmmakers quadrupled from last year, but the attendance numbers were down. JN continued saying that to have success here you have to promote. DW asked if they planned to market into colleges that have majors for filmmaking or internships. JN stated that the local filmmaker TJ Treece will be promoting the event and marketing the event this next year. JN continued saying that the Woodward Arts Theatre will also be taking more responsibility of the event and this will allow us to focus additional events. JN stated OKHSRA and OKJHSRA have been here for 4 years, and with the economy we cannot afford the initial contracted budget that was made 5 years ago, so we asked for a little help. JN stated both sides agreed to a \$2,500 deduction from the contracted sponsorship, but then the OKHSRA came back and wanted \$15,000 sponsorship, without the use of the \$10,000 in-kind sponsorship from the Conference Center. This price being \$5,000 more than agreed was outside of our budget and comfort zone; so, they might decide to go to the Lazy E in Guthrie which will definitely not give them what Woodward has been giving them. JN continued saying the finals are the biggest OKHSRA rodeo, but we had to give them a little tough love and the decision will be decided on July 30<sup>th</sup>.

JN stated Home of the Brave Fest was 100 to 200 down in attendance, but this year was a lot easier on the budget. However, everyone seemed to really enjoy the entire day. JN continued to say that we liked this format for the day but, if the new budget allowed, we would like to bring the Lumberjacks back along with Paintball. JN continued saying that we had very happy vendors; even the EMS team brought out the cooling system and said they would be happy to do it every year. JN stated a thank you to Big Dan's for the hot dog feed, and that the fireworks didn't go as planned on the radio.

JN stated we have seen our final budget from the city and that she believes it is a fair budget. JN continued saying we are being very frugal with our expenses.

JN announced that we submitted a bid proposal to host Miss Rodeo Oklahoma and that we have won the bid, for the next 3 years we will be hosting it in conjunction with the Elks Rodeo

There being no further business, the meeting was adjourned at 1:13 p.m. motion from CP with a second from TS.

/s/DWIGHT HUGHES  
MEMBER

ATTEST:  
/s/ CHICOBI DEARMOND  
ADMINISTRATOR