

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
September 15, 2016

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Thursday, September 15, 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 1:45p.m. and posted at City Hall at 1:50p.m. September 7, 2016).

PRESENT:

Gary Goetzinger (GG)	Chairman
Caryl Parsons (CP)	Member
Trent Sunderland (TS)	Member
Dwight Hughes (DH)	Member
Jennifer Madara (JM)	Destination Marketing Manager
Sarah Wolfington (SW)	General Manager
Chicobi DeArmond (CD)	Office Administrator

ABSENT:

Steve Kohl	Member
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GUESTS: None

- I. The meeting was called to order at 12:08p.m.
- II. Attendance of the members, ex-officio member and guests were taken.
- III. Voted to approve Financial Statement. JM stated that she was waiting to hear back from Anita Denson to get some questions answered about the financial statement. JM continued saying that we are a little over our percentage for the month due some special projects, but hotel/motel tax is \$6,000 better than July. The statement shows that we are 51% down for June and July due to our budgeted revenue being increased by 15%. This increased percentage did not come from information we gave the City, but from historical data, which unfortunately, showed an increase in those two months from 2015 when CF Industries had rented 600+ hotel rooms for their business turnaround. JM stated she had a conversation with Anita regarding the increase from last year, due to the CF turnaround and the better economy. JM believes that if the budgeted revenue had not been increased by 15%, we would be closer to about -6% instead of -51%. DW asked if they did a 3 year span for the financial statement. JM stated that they informed us at the beginning of the budge year that they utilize the last 3 years of historical data to create this budgeted revenue, but, for the last 3 years, our economy was quite a bit better than it is now. GG stated that the best thing is that we have gained 6% this month. CP made a motion to approve the financial statement; DH second.

ROLL CALL

AYES: Goetzinger, Hughes, Parsons, Sunderland
NAYS: None

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

ROLL CALL

AYES: Goetzinger, Hughes, Parson, Sunderland

NAYS: None

SW started off saying the Conference Center is doing great, with 20 events in August and 173 confirmed events. 23 increase since last board meeting, and over \$30,000 for the year. SW continued saying we have added DCP Midstream, a wedding on December 22nd, the State Department of Education, ANR Pipeline, HPTC, CF Industries, Woodward Public Schools, OSCN, and OMPA, and even a wedding in 2018. SW continued saying that we booked 4 events yesterday September the 14th, with court mediation, OneOk, OSCN and Woodward Public Schools, JM commented that even though the Conference Center was busy the staff and the building were calm. SW stated that even with one staff member not showing the Conference Center did great. SW stated that TSOGC was a huge success, Scott Goodman was a great speaker and the Conference Center got rated highly as a great facility. SW continued saying next year will increase on numbers if the election goes right. JM commented that Sarah and her team did amazing job, and she believes it ran more smoothly because SW was more involved with the planning process this year. SW stated the TSOGC committee wasn't stressed and that everything went smoothly. SW stated the Conference Center will be closed December 23rd-28th. SW stated we are receiving more Quinceanera's because they enjoy being here, and security likes working out here also. SW continued saying she had a mother come up to her from a Quinceanera saying that the price of the event is well worth it. SW stated Pioneer Woman Awards will be staying here, and that this will be the best place for the community to grow. SW stated in 2017 we have 23 events booked, also Lori Adams is doing great, SW believes she will be a very good Event Coordinator and that Lori is very calm, and detailed. SW stated Dwight Hughes has been a huge help, since the city has been low on income, Dwight has given us free help for janitorial services- DW explained the government work study program that he is utilizing to assist us, HPTC cover half the salary and the other 50% is funded by a government grant. DW continued saying that our help loves it out here; she's working at the college in the morning and the Conference Center in the afternoon. SW stated that she is available to work evenings and weekends and it's not costing the city anything.

- V. JM stated Hog Rally received numerous compliments, from everyone involved. Hog members stated that it was one of, if not, their favorite rally and there was absolutely no push back from the community of Woodward. DW commented Woodward was very aware of what was going to be happening, and he was proud of how JM got the word out. JM stated the hotels and motels were full, along with the restaurants. JM continued saying when she got a chance to drive around Woodward, people were even courteous to the bike riders, pulling back to let more of the bikes in their lane. JM stated the most favorite tour was the windmills, along with the State Park ride. JM continued saying there was a few issues with the amount of rain we had, but detours were made. JM stated there was some aerial photos and videos made and those should be coming in soon. JM continued saying this was the last state rally, as even Hog was going through budget decreases. TS stated the have a regional rally in Nebraska. JM commented she will be trying to get a regional rally to come here. JM stated we set a state record for how many Demo Fleet rides were given in a day period (217). CP asked what groups were involved. JM stated the Demo Fleet received help from the members of the Christian Motorcycle Association which is why things went so smoothly and probably the large reason why we broke a state record. JM also stated that we received help from ABATE along with the Veterans but our main volunteer contributor was Ruby Hackley. Ruby got all the volunteers were required to get to assist in the rally and concert. DW commented Woodward will have a state record forever now. JM stated Convington's were very happy and that they had more tours in 2 days than in 6 months, and Hog Members were also buying parts. JM continued saying Alan Riffle made a welcoming speech for the rally, along with merchants being very happy for the business coming in. JM stated there was quite a bit of trouble behind the scenes, as a volunteer driver was involved in an accident on Saturday morning coming back from the last trip from Oklahoma City, JM continued saying the promoter for the bands was awful and we will never use him again, as he made working with him very difficult and almost went to jail the night of the concert because of his bad behavior. TS commented that

he was behind the scenes and never knew anything was going on and was impressed that our team was able to contain the issues. JM stated Foghat was very grateful, and they would love to come to Woodward again.

JM handed out the new promotional material which included new picture magnets with pictures of Woodward, and the Mobile – Tablet stand with the Convention and Visitors Bureau logo on them. The items will be used for events and tradeshow. TS asked who made them. JM stated Houston Promotions, and that she believed they would remind people of Woodward.

JM went over the events that will soon be happening in and around Woodward, including Tormented Hollow Haunted Attraction, German Fest, and OKHSRA & OKJHSRA. JM continued to speak regarding the return of the OKHSRA Finals saying that they will be returning to Woodward, but, were not able to make a decision prior to the deadline that was given to them for holding the Conference Center dates. SW will now be able to book revenue for the Conference Center for those dates which will be easy as it prime wedding season.

GG asked about the baseball tournaments, and if we had a budget for them. DW asked if the hotels made a deal with the teams that came in for those. JM stated they made a better deal than most. GG asked how many teams came in for the tournaments. DW answered with 10. JM stated that she is working closely with Bryan White to bring in more tournaments, and more school teams. JM continued saying Bryan has bid on the OK Kids tournaments, to bring in more parents, grandparents and family in general, but it is difficult to get the public out. TS stated bigger cities angle for the 18 and over range of people, but here they have already left to go to college. GG stated the Junior College Softball teams are here any ways, why not create a tournament around them. JM stated with the limited staff it would be difficult. DW suggested using local clubs, like the boy scouts. GG stated you could do a fundraiser for a short period of time, do the concession stand, along with chalking the lines. Boy Scouts would pay for it all. GG continued saying you could charge all the teams to show up. CP suggested tournament photos for the teams. TS stated we should look into tournaments in the summer for the Soccer teams as they are huge amounts of kids that play. GG stated with our nice facility, we could be doing more with it.

SW asked the board if it would be alright to have a meeting in October and November, but skip December. All board members approved, but stated to email the reports.

There being no further business, the meeting was adjourned at 1:21 p.m. motion by CP with a second from TS.

/s/GARY GOETZINGER
CHAIRMAN

ATTEST:

/s/ CHICOBI DEARMOND
ADMINISTRATOR