

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
November 22, 2016

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in special session at the Convention & Visitors Bureau on Tuesday, November 22, 2016 at 1:00 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 4:05p.m. and posted at City Hall at 4:10p.m. November 16, 2016).

PRESENT:

Gary Goetzinger (GG)	Chairman
Caryl Parsons (CP)	Member
Trenton Sunderland (TS)	Member
Dwight Hughes (DH)	Member
Steve Kohl (SK)	Member
Sarah Wolfington (SW)	General Manager
Kourtney Weese (KW)	Office Administrator

ABSENT:

Jennifer Madara (JM)	Destination Marketing Manager
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GUESTS: None

- I. The meeting was called to order at 1:08p.m.
- II. Attendance of the members, ex-officio member and guests were taken.
- III. Voted to approve Financial Statement. SW stated although sales tax is almost in the positive this month, motel tax is still down generally and in part due to the budget being increased for 16/17. CP stated the same sales last year and this year is right on target. SW stated that they have reduced the Conference Center meeting room rates due to the economy and business has improved. SW stated from her point of view the outlook is positive and that she feels the outlook is good. SW stated that we are on target for income and that we are keeping a very tight handle on spending and that the Conference Center and CVB are in pretty good shape. SK stated hotels are running 50% occupancy and it is looking positive since the election. DW made a motion to approve the financial statement; SK second.

ROLL CALL

AYES: Goetzinger, Hughes, Parsons, Sunderland, Kohl

NAYS: None

- IV. SW stated the Conference Center continues to be busy and now has 184 confirmed events for 2016. SW said the energy industry for 2017 is looking up since the presidential elections, and at the TSOGC Committee meeting everyone was seeing an improvement. SW stated the Conference Center is getting inquires every week and they are also converting most into bookings. SW went on to say DCP Guymon is a new addition to our client list and DCP stated to SW they were very impressed and they will be using the Conference Center for future meetings. SW said Ruffles & Rust was a huge success, crowded all day, and very few people left without bags in their hand. TS added there were 20-30 cars overflowed into the college parking lot. CP asked TS if he had his PAPA'S trailer at Ruffles & Rust. TS replied that he did have his trailer out there and they did good but mostly sold to the vendors. SW added that the winery at

Ruffles & Rust was sold out of 4 types of wines by 12:30pm. CP added she thought it was great but if there were a bunch of the same types of vendors she wouldn't attend. SW stated Ruffles & Rust do an excellent job and bring in a variety of vendors and also use many local vendors.

- V. CP asked if the County Event Center was a concern to the Conference Center. SW replied the County Event Center and Conference Center are apples and oranges and that she and Andy Maher have a good relationship and they both help each other out. TS added that even though they upgraded, they pretty much just kept the same events they previously had.
- VI. SW continued to speak about the Conference Center and stated that they have done 48 weddings since March 2012; she confirmed weddings are the number one business for us and that's why we promote towards them. TS asked how much extra stuff they rent for weddings. SW replied they rent rooms, linens, up lights and pole lights; they do not rent table decorations. SW stated when the economy returns the next purchase the Conference Center will be making is 200 white vinyl chairs plus a storage rack. SW said when people have an outside wedding they have to rent chairs and if the Conference Center had chairs they could rent, it would be more revenue. SW added there are several times they need chairs for city events so having these chairs would be a great addition, in general, as they will be easier to move around.
- VII. SW switched gears by advising Chicobi DeArmond transferred to the Finance Department as an Accounting Clerk and KW has moved to the front desk, SW added KW would be 50/50 with the Conference Center and the CVB. SW stated Alan said that they were at the very bottom and cannot lose any more employees, and Alan allowed her to hire a part time custodian since they lost their HPTC work program employee.
- VIII. SW stated during the Holiday season the Conference Center will be using Express staff to help during the busy times. SW said the Express staff would consist of staff family members since it would give them workers they can trust and they also know what they are doing. CP asked if the Express staff would be used for events only and SW replied yes it would only be during events. SW added the furloughs have been tough with our hours, but she has made it work.
- IX. SW stated that the Conference Center will be hosting the Woodward County Toy Drive, they like using the Conference Center because it gives their clients an upscale experience. SW said that last year K&T Catering fed about 1k people, they he send a hot turkey dinner home to family with everyone that attends. SW advised CF Industries will be sponsoring the meal this year, TS added CF will buy the food and then his crew will cook and serve to the families. SW stated that she highly recommends that everyone thinks about volunteering on the night, and she asked everyone to please spread the word about donations being ¼ down when they have more children to service.

There being no further business, the meeting was adjourned at 1:50 p.m. motion by CP with a second from TS.

/s/GARY GOETZINGER
CHAIRMAN

ATTEST:
/s/ KOURTNEY WEESE
ADMINISTRATOR

