

WOODWARD CONVENTION & VISITORS BUREAU  
BOARD MEETING MINUTES  
January 16, 2019

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, January 16, 2019, at 9:34 a.m. with the following people present:

(As prescribed by law, meeting notice and agenda were filed at the Office of the City Clerk at 4:10 p.m. and posted at City Hall at 4:15 p.m. January 14, 2019.)

PRESENT:    John Brown                                    Chairman  
              Jewell Searcy                                   Member  
              Ron Hohweiler                                   Member  
              Steve Kohl    Member  
              Rachael Van Horn                                CVB Director  
              Cheryle Shepherd                                Office Administrator  
              Kourtney Weese                                   Destination Marketing Liaison

GUESTS:    Darci Herber    Event Coordinator

ABSENT:    Trenton Sunderland                                   Member

- I.            The meeting was called to order at 9:34 a.m. by Chairman John Brown
- II.           Attendance of members, ex-officio members and guests was taken.
- III.          Rachael Van Horn went over the financial statement. We are doing pretty good.

Accepted and approved financial statement. JB made a motion to accept and approve the statement and SK and JS seconded.

ROLL CALL

AYES:            Brown, Kohl, Searcy and Hohweiler  
NAYS:            None

- IV.          Accepted and approved regular meeting minutes from October 17, 2018. JB stated that the CVB Board did not meet in November or December. JB made a motion to accept and approve the minutes, SK seconded.

ROLL CALL

AYES:            Brown, Kohl, Searcy and Hohweiler  
NAYS:            None

- V.            No new business.

VI. RVH gave the director's report and went over the financial statement. RVH stated that because of

the month that we are in, we would normally be at about 55% use of our budget. SK had a question about the financial report for December 2018 about hotel revenue. He thought the amount was high, which is good. He thought it would be lower in December. Revenue is a bit short, RVH stated that La Quinta has not paid taxes for the last three months and action will be taken to contact them and get the funds collected. The city is involved with recouping this revenue. We are just at 3% below what we were last year. With the addition of Single Tree Inn and Downtown Hotel opening, that gives 60-80 more rooms in town. Some oilfield companies are picking back up and bringing business to the area again.

RVH introduced Darci and they both went over the smell we had in the building that started back in September due to electrical issues and what was being done to remedy that issue. JB mentioned maintenance and annual safety checks. DH also gave a report of happenings at the Conference Center. We closed out a very successful 2018 with a total of 293 events, best season of events since 2013. Over 17,000 people passed through the facility in the past year with new leads and inquiries coming in daily. With age, wear and tear of the facility, we will be replacing some sound equipment in the exhibit halls. Also, possibly purchasing some outdoor seating to accommodate more guests during outdoor events, cornhole boards for facility rental during events and maybe a piano.

RVH and KW have been researching some new ad campaigns for Tourism. We are continuing with live facebook promotions, using billboards, instagram and just had a meeting about Digital Geo Fencing Advertising ( a way to track and get more data to help promote the area). Being in the Oklahoma Travel Guide, Oklahoma State Parks & Outdoor guide and Red Carpet Country also help get our presence out there. The ice skating rink was a success. We have something bigger and better planned for this year. Also, some new fun things planned for July 4th. Discussed Crystal Christmas and working together to help grow it.

RVH talked about still wanting to promote Experiment Lake with kayak rentals or something to draw the community in to this area that is so peaceful but not being used. Possible use of Crystal Beach lake with kayaks, paddleboats restrict kayaks. With Experiment lake being Federally owned it puts a kink in things.

RVH and Bryan White are continuing to work together on solutions for the soccer fields and parking. Stickers are an issue.

There being no further business, the meeting was adjourned at 10:37 a.m. by motion from JB with a second from JS

/s/JOHN BROWN  
CHAIRMAN

ATTEST:

/s/CHERYLE SHEPHERD  
OFFICE ADMINISTRATOR

Board/Minutes.011619