

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
JANUARY 17, 2018

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, January 17, 2018, at 12:32 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 4:30p.m. and posted at City Hall at 4:35p.m. January 8, 2018.)

PRESENT: John Brown Chairman
 Steve Kohl Member
 Caryl Parsons Member
 Trenton Sunderland Member
 Jewel Searcy Member
 Sarah Wolfington Executive Director
 Hayley Herring Office Administrator

GUESTS: None

ABSENT: None

- 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. Sarah Wolfington discussed the financial statement. JB asked if everything was going well and SW verified stating we are right where we need to be, the economy is steadily improving and that is very good for everyone. SW stated part-time custodians had proved hard to keep, Maria Ibarra was hired full time as of January 8th and we will supplement custodians through Express as needed. SK said hotel bookings are very good for January and he expects us to easily surpass budget.

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

ROLL CALL

AYES: Brown, Kohl, Parsons, Sunderland and Searcy
NAYS: None

- IV. Accepted and approved regular meeting minutes from November 8, 2017. JB made a motion to accept and approve the minutes, TS seconded.

ROLL CALL

AYES: Brown, Kohl, Parsons, Sunderland and Searcy
NAYS: None

- V. CP mentioned the Ruffles & Rust vendor attendance being low at the last show and asked what that will mean for the future shows. SW discussed why it was down and assured everyone that

we will be talking to the client about earlier promotion and not clashing dates with other shows in the future

VI. SW gave her Director's Report and stated we ended the year with 197 bookings for 2017 which was an increase of 14 from 2016. We are able to maintain business at a normal level due to the Conference Center retaining many recurring events and long term clients. TS asked about maintenance helping with turnarounds after events. SW advised it is limited, based on when they can spare employees and turnarounds are mainly handled by CVB Staff. But they were able to assist us after our busiest December weekend.

SW said we now have 100 events for 2018 with enquiries coming in regularly. This is including 3 other city owned venues where we have now taken over management of all events; the Pioneer Room, WWFD Community Room, Boiling Springs Golf Club. CP brought up furlough and asked when it would be lifted, as she had heard June. SW said Alan has stated it's a top priority to remove furlough as soon as is viable. CP asked if the CVB would keep the furlough hours once it has been lifted. SW said that could not happen because of our line of work. TS asked if there were any updates planned for the Pioneer Room, SW said the only plan currently is updates to the A/V system. TS also asked if Red Cross still had priority when it comes to the Pioneer Room and SW verified they do. CP asked about pricing of the Pioneer Room and SW let her know there would be some changes to the prices. SW also went over Cleet being required for any event held there with alcohol present. TS mentioned using the Pioneer Room for the free school events and SW agreed that was a good idea.

SW stated December was hectic but very successful, with our large events rolling over into 2018. This year was harder with two of our Event Coordinators being very new resulting in Sarah and Lori covering all events with them, to ensure they got the best training. TS mentioned how well they have done for being so new. SW said we will try to avoid starting inexperienced staff in the future as we approach our busiest season. Retaining our current staff will ensure no issues in December 2018, as there will be 4 experienced EC's to divide the workload between. Credit was given to Ronda for going above and beyond the call of duty with both turnarounds and banquet services.

SW discussed us taking over management of the Pioneer Room and the WWFD Community Room, which is a natural fit for the City with our Event Coordinators. There was discussion about the CVB being able to cross sell all City venues and meet all needs for events therefore increasing revenues for the CVB and the City. Pricing for each venue will reflect the venues capabilities. The CVB managing these venues has already increased the availability to the public and the revenues coming in.

Lori Adams was promoted to Senior Event Coordinator, making her the direct supervisor of the two EC's overseeing their training and all event bookings. This has made daily operations of the department more efficient and freed up SW's time to promote Woodward. SW confirmed she is currently working on assets listing, job descriptions, preliminary budget, BSGC development advertising in different areas, and 2018 events in the community.

The CVB is quiet this time of year, but there are a number of ongoing projects being worked on; Golf Monthly for BSGC, the Spring Hometown Quarterly front cover, the CVB display stand design, a new Woodward guide by the Woodward News, finalizing the switch over of the WCC meeting rooms, and reviewing the advertising and promotional budgets going into 2018.

The FAM trip in December was very successful; one of the bus tour leaders has already made contact about potential 2019 tours he would like to sell here. Feedback from the FAM trip was good, Woodward proved to be much more than they had thought. There is now a mailing list in progress with the contacts made and SW will continue to reach out to other bus tour operators. The FAM trip was a direct result of a day spent with the OTRD in September by SW.

SW spoke to the Main St. Merchants Group and the Main St. Board about the OK Barn Quilt Trails and there has been a lot of interest in it. They will need to be done to a high standard and Main St. will be reaching out to the OSU Extension office to arrange a class for all who are interested to make their own quilts with trained guidance. There was then some general discussion about Main St. moving forward as a unified group.

SW will attend the OTIA, OHLA, and ORA joint Hospitality Day at the Capitol in February to talk to legislators about issues the Tourism Industry is facing. Then followed some discussion about this event in past years.

There being no further business, the meeting was adjourned at 10:42a.m. by motion from JB with a second from JS.

/s/JOHN BROWN
CHAIRMAN

ATTEST:
/s/HAYLEY HERRING
OFFICE ADMINISTRATOR

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