

WOODWARD CONVENTION & VISITORS BUREAU  
BOARD MEETING MINUTES  
January 20, 2021

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in special session at the Convention & Visitors Bureau on Wednesday, January 20, 2021, at 9:30 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 8:35 a.m. on 1/12/2021 and posted at City Hall at 4:10 p.m. 1/14/2021.)

PRESENT:     John Brown                             Chairman  
               Ron Hohweiler                       Member  
               Michelle Murray                    Member  
               Chase Hawley                        Member  
               Cheryle Shepherd                 Office Administrator  
               Rachael Van Horn                 CVB Director  
               Molly Ogden                         Tourism Marketing Assistant

GUESTS:     None

ABSENT:     Jewel Searcy                             Member

- I.            The meeting was called to order at 9:31 a.m. by Chairman John Brown
- II.           Attendance of members, ex-officio members and guests was taken.
- III.          MO went over the financial statements from November and December of 2020. Our total income is inching up to a better place. In September, the total income is slightly larger than normal, because of an odd payment from Hampton Inn. La Quinta will be doing a sheriff's sale, and we will receive a portion from that because we are a lien holder.
- IV.          Accepted and approved the financial statements. JB called for a motion to accept and approve the statements and RH made a motion and CH seconded.

ROLL CALL

AYES:       Brown, Hawley, Murray, and Hohweiler  
NAYS:       None

- V.           Accepted and approved special meeting minutes from November 18, 2020. JB called for a motion to accept and approve the minutes, MM made a motion and CH seconded.

ROLL CALL

AYES:       Brown, Hawley, Murray, and Hohweiler  
NAYS:       None

- VI.          For new business, we are welcoming Michelle Murray to the CVB Board.

VII. MO gave the director's report. We are starting to plan for upcoming events that will be bringing people into Woodward to stay. We are marketing that we are a safe area in regard to COVID. We have the Oklahoma High School and Junior High Association making plans to be here in October. We will be cutting back how much promotional money we will be providing them with, however. We hosted a wedding earlier in January, where we were notified that a guest had tested positive for COVID, however no other individuals were symptomatic, and the facility was properly sanitized. Darci Herber continues to work hard to market our facility for events, and in turn that is bringing our business back to a somewhat normal pace. MO is working on the upcoming Bridal Fair that will be in early March. We have about 35 committed vendors for that so far. The first of February we will be begin fundraising for Twister Alley Film Festival. We typically use promotional money from our budget to help market that, but instead we will be opting to fundraise. As far as finances, we are trending upward slightly. Upcoming events are a land auction, as well as a jury trial for the county courthouse due to renovations. Our largest event we are planning on is the Bridal Fair. Last year, we saw 200+ people come through the doors that were interested. Our vendors had a lot of positive feedback last year, and because of that we have a larger response of vendors for this year.

There being no further business, the meeting was adjourned at 9:51 a.m. by motion from RH with a second from CH.

/s/JOHN BROWN  
CHAIRMAN

ATTEST:

/s/MOLLY OGDEN

TOURISM MARKETING ASSISTANT

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