

WOODWARD CONVENTION & VISITORS BUREAU  
BOARD MEETING MINUTES  
February 15, 2017

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, February 15, 2017 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 9:45a.m. and posted at City Hall at 9:50a.m. February 8, 2017).

PRESENT:

Gary Goetzinger (GG)	Chairman
Steve Kohl	Member
Trent Sunderland (TS)	Member
Jennifer Madara (JM)	Destination Marketing Manager
Sarah Wolfington (SW)	General Manager
Kourtney Weese (KW)	Office Administrator

ABSENT:

Dwight Hughes (DH)	Member
Caryl Parsons (CP)	Member

GUESTS: None

- I. The meeting was called to order at 1:03p.m.
- II. Attendance of the members, ex-officio member and guests were taken.
- III. Voted to approve Financial Statement. JM stated the budget shows that we are currently at 58% which is 12% below where we should be. JM stated we had more expenses than revenue but this was due to having to play catch up on invoices. JM stated the CVB has purchased more promotional bags which also added to the cost. JM stated that the taxes shown on the financial statement do not include La Quinta for hotel-motel tax. JN stated if you compare January and December including what La Quinta brought in last year it would put us in the positive for December and January. JM stated the finance department is currently working on retrieving La Quinta's past-due hotel/motel taxes. SK made a motion to approve the financial statement; TS second.

ROLL CALL

AYES: Goetzinger, Kohl, Sunderland  
NAYS: None

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

ROLL CALL

AYES: Goetzinger, Kohl, Sunderland  
NAYS: None

- V. No New Business

- VI. SW said the Conference Center is seeing an increased amount of events being booked. SW stated while she was gone in January, Lori Adams did a good job taking care of the Conference Center business. TS asked where the Conference Center is seeing the most movement. SW stated she is seeing the most movement from oilfield, and we have had an increase of 51 events since November in events. TS asked if the Conference Center is going up against any other facilities for events. SW stated there are a few other facilities in Enid, Clinton and Fairview but we are not currently bidding against them. SW stated she is currently working on gaining 4 Point Energy as a client, they are also a member of the TSOG Committee, and she has made them aware of the Conference Center. SW stated we are at \$90k income with a \$150k goal for the year, SW stated we will get close if not over our goal of 150k for the year. SW added some information about Christmas events and decorating. SW stated Bank 7 were very happy with their Christmas Party, and we also gained the Alexander party which will possibly be an event we will keep. SW stated that there were several issues with lights on the trees and wreaths, and she spoke to Alan Riffel regarding this issue and the resolution is to cut out the lights and purchase new LED lights and string on the trees and wreaths. SW added she has stored the wreaths decorated this year so it will make for an easier transition and less problems this year. SW said they are getting multiple inquires weekly for repeat business. SK asked if the Conference Center was going to gain in staff, SW stated we have gained a part time janitorial employee who will be working 29 hours a week. SW added she is watching the situation but is still able to bring in Express Staff if extra help is needed. SW stated everyone is really busy but everyone is doing a really good job, and the Conference Center is off to a good year.
- VII. JM started off by reviewing the 2016 numbers and stated we would like to increase event/amenity attendees by 35% for 2017 and 5% for Conference Center and CVB sponsored events. JM stated in 2017 the main focus will be on sports. JM stated sporting events are multiday events and bring a lot of family members and guests to Woodward. JM added she will be working closely with Bryan White, the Sports and Recreation Director. JM stated she thinks this will be best for Woodward and bring in the most visitors. TS stated that he would like us to focus on soccer. JM replied she is currently working with Bryan regarding soccer and ideas for soccer facilities in Woodward. TS added that soccer brings in smaller children and JM replied which in turn brings in more family members. JM stated she will keep everyone informed regarding soccer facilities. JM stated since the main focus will be on sports she will be doing a breakdown of all other CVB sponsored events to make sure they are suitable for a sponsorship. JM stated that the organizations and promoters are filling out information regarding their event to see if it is a fit for sponsorship. JM added all promoters already know that they will be filling out information regarding their future events so she does not foresee any pushback. JM switched gears regarding her recent OTIA Legislative Reception she attended in OKC. JM stated Tourism is the 3<sup>rd</sup> largest revenue building industry in Oklahoma. JM went on to say that Tourism creates jobs and that everyone really needs to get the word out. JM finished up by saying that the CVB is already preparing for July 4<sup>th</sup>. JM read over the calendar and SK mentioned a continuing issue with Air B&B. JM stated she has checked into it and only 2 places in Woodward are registered for Air B&B. JM stated that there is nothing that the CVB can do regarding this issue. TS asked SK if they offer extended stay rates. SK replied yes. JN added that she is working on a Stay and Play with Boiling Springs Golf Course.

There being no further business, the meeting was adjourned at 1:47 p.m. motion by SK with a second from TS.

/s/GARY GOETZINGER  
CHAIRMAN

ATTEST:  
/s/ KOURTNEY WEESE  
ADMINISTRATOR

