

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
February 16, 2022

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, February 16, 2022, 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 9:07 a.m. on 2/8/2022 and posted at City Hall at 8:40 a.m. 2/9/2022.)

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

GUESTS: Claudia West
Sarah Eckhart
Darci Miller
Hayley Herring
Candy Brossman
Shawn Barnett

ABSENT: Jewel Searcy Member

- I. The meeting was called to order at 9:37 by John Brown.
- II. Attendance of members, ex-officio members and guests was taken.
- III. RVH gave the financial report January 2022. We are staying in a trend that seems to be solidifying. We are continuing to be encouraged by the numbers. We are working on getting our reserves back up.
- IV. Accepted and approved the financial statement for January 2022. JB called for a motion to accept and approve the statements; MM made a motion and RH seconded.

ROLL CALL

AYES:	Brown, Murray, and Hohweiler
NAYS:	None

- V. Accepted and approved regular meeting minutes from January 2022. JB called for a motion to accept and approve the regular meeting minutes; RH made a motion and MM seconded.

ROLL CALL

AYES: Brown, Murray, and Hohweiler
NAYS: None

- VI. Our next City Commissioner's meeting they will be approving Claudia West to the CVB Board. Candy Brossman is a digital marketing expert and will be using her expertise to help us with marketing the Drone Festival. Darci Miller, Hayley Herring, and Sarah Eckhart are also in attendance.
- VII. Darci Miller gave a report by giving a short briefing about what the CC is doing. We have rebooked most every event from the 2018-2019 season. That includes the Northwest Domestic Crisis Center's annual Daddy/Daughter dance. For the next 3 months we have an average of 2 weddings per month. Our facility remains the busiest spot for weddings in the NWOK area. We are planning on updating our chairs to take the load off of our chairs we use consistently. Hayley Herring spoke about some upcoming events. As well as MO speaking about our 3rd Annual Bridal Fair. Chamber of Commerce's Taste of Woodward this year will feature Kelly Ogle of News 9. EPIC will be back in house during April and May for end of the year testing which will be \$14,000 in revenue for our facility. Miss Rodeo Oklahoma will be back in June for their annual competition. Northwest Oklahoma Alliance will be hosting the Tiny Town Summit in October. Last year that event brought us patrons from towns across the state. MO discussed the Bridal Fair. We are in our 3rd year of the Bridal Fair while also being in the 3rd year of the pandemic. Despite all of that we feel as though we had a good response. Last year in 2021 we dropped the prices of booth spaces for our vendors to accommodate the changing economy, and so they felt like they could come. This year, we also cut our ticket prices in half to make sure that anyone that wants to come, feels that they can. Our first couple of years we saw about 200-250 people come through the doors. This year we are expecting the same turnout, simply because weddings are a niche group. We are working on marketing to our brides that we understand the limitations that the social and economic climate has put on the wedding industry and that we are prepared to help plan the day that they want.

RVH gave the director's report. She is working with Bailey Kafka of the County Event Center to get the numbers from events that we collaborate with. We are working with Main Street and WWAT on how we schedule our events and jointly promoting each other's events. We are starting to get static attractions that are bringing visitors in. Youth events are our most popular events due to the amount of people that they bring with them. We have been working on branding Woodward for quite some time in order to promote Woodward in a way that we feel envelopes everything that this town is. Our current tag line is "Room to Breathe." We are starting to hone in on a metrics system to help us understand the numbers that come from Tourism events. RH mentioned to us that he has a one-of-a-kind original Sand Plum Festival t-shirt from the early 90s and gave us a rundown of the original Sand Plum Festival. We are now partnering with Main Street to execute a new Sand Plum Festival. Sarah Eckart discussed our partnership between Main Street and Woodward Tourism. The most popular event that they hold is the annual Food Truck Wars estimating about 1000 people in attendance. Then Movies in the Park being the second largest. Candy Brossman is also helping with the possibility of an app for Woodward. JB does believe that his mother makes the best sand plum jelly. CS mentioned that we have 5 rodeos on the calendar for this year, as well as Monster Trucks. Red Dirt Showdown will be happening again this year and it will be even better than the previous year. JB mentioned that the Lion's Club entertained a guest that would like to possibly hold a BBQ competition as a fundraiser. Shawn Barnett discussed with the board about the bringing in of industry to Woodward, and discussed the criteria that they require for that.

There being no further business, the meeting was adjourned at 10:36 a.m.

/s/JOHN BROWN
CHAIRMAN

ATTEST:

/s/MOLLY OGDEN

TOURISM MARKETING ASSISTANT

Board/Minutes.2/16/22