

WOODWARD CONVENTION & VISITORS BUREAU  
BOARD MEETING MINUTES  
February 19, 2020

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in special session at the Convention & Visitors Bureau on Wednesday, February 19, 2020, at 9:31 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 9:56 a.m. and posted at City Hall at 10:00 a.m. February 13, 2020.)

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

GUESTS: None

ABSENT: Chase Hawley Member

- I. The meeting was called to order at 9:31a.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. RVH said we went through the budget and made a 14% cut in operations, over the 3 to 5% we had already cut from the budget when we began this fiscal year. My plan, as I go into budget planning this year, cut 17% across the board (except in personnel), this is not an additional 17%. We have looked at everything from promotions, advertising, office supplies and electricity to cut the budget. It is merely enacting in the planning stages for next fiscal year what we have already put into place informally. We should be well under budget by the end of the year. JB asked SK what their occupancy was, SK said last year they ran 46% occupancy at Northwest Inn. For the first two weeks of the year they are down in occupancy from last year. SK added that Livestock Shows, funerals, the Wind Farms, basketball games, things like that help out. JB said we've been through it before with the oilfield and the economy will come back, just hold on. CS added that due to a paperwork error, all CVB Board Meetings for 2020 will be posted as special meetings instead of regular meetings and no New Business can be discussed, so New Business will not be listed on the Agenda. Also, there was not a January meeting because of the paperwork error.

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

ROLL CALL

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

- IV. Accepted and approved regular meeting minutes from December 18, 2019. JB made a motion to accept and approve the minutes, SK and JS seconded.

## ROLL CALL

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

- V. RVH gave the Director's Report. The CVB ended 2019 with an overall up-tick in participation in well attended events (Tree Lighting, Crystal Christmas with the reindeer, Duck Calling Contest, Twister Alley and Marquee Lighting event, Winter Classic Basketball Tournament, Shop Local Series, and the Elks Rodeo) as well as some great collaborations between the Conference Center staff regarding events such as the Princess Ball with about 165 participants and the Quail Unlimited Banquet. Both a first for our facility and both plan on coming back. We did lose a few parties due to the economy. Right now we are ahead about \$12,000 in bookings over last year. Darci is working on revenue numbers. We are excited to embark on our first ever Woodward Wedding and Bridal Expo on March 1<sup>st</sup>. This is a very well conceived and executed event with nearly 40 vendors registered to attend. This event was conceived by General Manager Darci Miller and her staff.

RVH Conference Center: Recently Darci has been working on repairs to the video camera in our center exhibit hall, as it is nearly 8 years old and most often used. Recently, the center established a new audio system that has been performing much better. And we have a flag pole, a long-time goal of ours.

RVH Legislative: I wrote The Oklahoma Based Vertical Oil and Gas Producers Enhancement Rebate Bill. I took it down and gave it an audience with a lobbyist and also with Oklahoma Energy Producers last week. Casey Murdock and I shopped it around to other senators and representatives in the state. It has been unveiled to some key legislators and is receiving good support. If we can get the Governor's support on this, it may well change things in this region long-term and give us an anchor for the economy well into the future. Yesterday, KW and I attended a meeting with Lt. Governor Matt Pinnell reviewing legislation we have been working to get passed that is targeted to invigorate investment again into more predictable and sustainable oil and gas exploration in this area. He was very supportive and suggested it was legislation that the governor would also tend to support, which is why we were there. The Lt. Governor also indicated his plans to attend the Twister Alley Film Festival.

RVH Coming Tourism Events: Twister Alley International Film Festival, Best of the West Outdoor Show, Classic Bowl, Quail Unlimited Banquet, Elks Rodeo and a Drone Festival. At present, KW and I are still working on who will be our headliner. We have the Rodeo and Miss Rodeo Oklahoma working on their events and applying for support. We are on contract with the Rodeo and Miss Rodeo Oklahoma.

RVH Tourism: KW is almost finished with a Hunting and Fishing Web Page and Brochure. We are working on completely revamping our website so it is user friendly with one whole page dedicated to everything a hunter could ever want in this area, including Olap lands, public lands, where they are located, links to where those are located, hotels with participation and gun shops. Enhanced Promo of our hiking trails in the area (Boiling Springs and Goetzinger Walking Trails) on the state website. At present, we are currently working with Jeff at Boiling Springs Golf Course rewriting and working on the website. We are positioning that location to be available to a growing group of people who travel to remote, natural, diamond in the rough, golf courses. At the same time, we are

preparing to work on marketing for the municipal golf course and its particular offerings. Simultaneously we are working together with Ryan O'Reilly on changing our City of Woodward website to better position our static attractions in every way where they are a part of our landing pages and easy access.

There being no further business, the meeting was adjourned at 10:26 a.m. by motion from JB with a second from RH

/s/JOHN BROWN  
CHAIRMAN

ATTEST:

/s/CHERYLE SHEPHERD  
OFFICE ADMINISTRATOR

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