

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
February 21, 2018

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, February 21, 2018, at 9:32 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 10:00a.m. and posted at City Hall at 10:10a.m. February 12, 2018.)

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

GUESTS: Gary Goetzinger

ABSENT: Caryl Parsons Member

- I. The meeting was called to order at 9:32 a.m. by Chairman John Brown.
- II. Attendance of members, ex-officio members and guests was taken.
- III. Sarah Wolfington discussed the financial statement. Hotels are doing great right now resulting in the Hotel Motel Tax still being up. SK agreed and said it looks to stay that way.

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

ROLL CALL

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

- IV. Accepted and approved regular meeting minutes from January 17, 2017. JS made a motion to accept and approve the minutes, TS seconded.

ROLL CALL

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

- V. SW discussed new business for the CVB. Chris Castor would like to bring a drone festival/expo to Woodward in August. SW explained there are a lot of industrial uses for drones especially farmers and ranchers, and possibly even the oilfield. Everyone agreed all age groups can enjoy them so this could draw in a good crowd resulting in an annual event, JB thought this could be extraordinary for our area. ST said it could potentially turn into a whole weekend event which would be good for our hotels. SW also discussed looking into having “What’s on in Woodward” a single sheet flyer put into hotel rooms in our area. SK thought this was a great idea. JS started a

discussion on our future sponsorship of the OHSRA, JHSRA rodeo events, all members gave their input and SW stated their financial demands currently exceed economic impact, but we will always hope to support them when this changes. An expected upcoming change in leadership in their organization may facilitate more rodeo events again in Woodward in the future.

VI. SW gave her Director's Report, we have added 21 events to our calendar resulting in 141 events for this year, with that number growing all the time. SK asked if it is mostly safety meetings, SW explained it is all kinds of trainings and meetings, but we have quite a few weddings and other events going on as well. SW went over some of the larger events we have had so far and stated all have been very happy with their events. SW also stated we have BNSF and Farm Credit returning for events which is a really good sign that the economy is improving. SW reviewed the larger events we have coming up, and stated things are looking very good for our core meetings and trainings business.

SW stated our department is working well as a team, and she is conscious of the fact we have started the year being very busy. She will make sure our staff doesn't get overloaded by keeping an eye on the bookings and commitments made. SW said an employee survey in January indicated everyone is happy in their positions and have settled in well to the department.

SW said we are starting to get quite a few bookings for community events, so the CVB side is getting busy. Many of those events will be at Crystal Beach Park and SW discussed the Rodders weekend of activities, she is working with them to increase this event to hopefully exceed a similar one in Alva that draws 5,000. Woodward is more centrally located for people traveling compared to others holding similar events.

SW stated she has made an arrangement regarding the K101 Expo in April, where we will have a double booth set up. Doug Williams has agreed to give us this in exchange for a section on the front page of the Hometown Quarterly this spring. We will also be including Twister Alley Film Festival and the Elks Rodeo on the cover along with our calendar. SW also said our booth will be shared with the Woodward Elks to help promote the new rodeo date.

Darci has done well delivering tourism brochures and getting to know the staff at our hotels, SW gave information on some of the newer oilfield companies and where they stay. SW went over the things she has been working on, those include looking in to possibly replacing furniture on the concourse due to wear and tear, possibly getting our AV system updated, and changes to the potential plans for Boiling Springs Golf Course as a venue.

SW stated she will be attending the U.S. Travel Associations Destination Capitol Hill. SW expressed her excitement at this opportunity to help represent Oklahoma tourism in Washington DC, and spend time networking and building new relationships with her peers in the industry.

There being no further business, the meeting was adjourned at 10:38a.m. by motion from JB with a second from JS.

/s/JOHN BROWN
CHAIRMAN

ATTEST:
/s/HAYLEY HERRING
OFFICE ADMINISTRATOR