

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
March 28, 2018

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in a special session at the Convention & Visitors Bureau on Wednesday, March 28, 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 8:35a.m. and posted at City Hall at 9:15a.m. March 22, 2018.)

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

GUESTS: None

ABSENT: Caryl Parsons Member

- I. The meeting was called to order at 9:29 a.m. by Chairman John Brown.
- II. Attendance of members, ex-officio members and guests was taken.
- III. Sarah Wolfington discussed the financial statement. Stating February was down, but the January ice storm last year resulted in an increased hotel occupancy through February. SW hopes this is just a bump in the road, TS stated things are definitely busier. SW said the revenue is at a higher level now than on the report, payments have been coming in steadily recently.

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

ROLL CALL

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

- IV. SW gave her Director's Report, the number of Conference Center events is increasing daily. Last year the Conference Center had 193 events, this year already we have booked 112. Bookings for the Pioneer Room are also very busy and we have now put it on our social media to call us for all your event room rentals.

SW stated we have added quite a few large events and gave details. Just this week we had 3 different branches of DCP each holding a meeting consecutively at the Conference Center. We have several larger events coming up in the next 3 weeks and a Boiling Springs Golf Course wedding, as well as many smaller events, these were discussed. JB asked if we book the 5K events held at the Goetzinger Walking Trails. SW told him we handle the Facility Use Agreement and put the event on our public calendar.

SW said we have the K101 EXPO coming up in April, where we will have a double booth set up, we will be sharing our booth with the Elks and Boiling Springs Golf Course. SW stated there will be 2 CVB staff, 2 Elks and 1 BSGC staff on the booth at all times. A few Miss Rodeo OK Princesses will also be at the booth to help to promote the upcoming rodeo. SW said we will be closing our venues for a few dates in April to ensure our staff does not get burned out. SW showed a sample of the proposed CVB new booth.

SW informed everyone about the events we have coming to Woodward in the next 2 months. These include Twister Alley at the Arts Theatre, Bullfighters Only at the Rodeo Arena, Rodders Back to the Beach Motor Fest at Crystal Beach Park and Crystal Beach Park Summer Launch.

SW talked about our plans for the mini golf area at Crystal Beach Park. SW and TS have collaborated and been researching ideas to revamp that area. Together they decided Glow Golf would be the best fit, TS said it will draw in some much needed attention. SW stated she has included room in the budget for Glow Golf tournaments in hopes it will become very popular.

SW asked TS to talk about their idea for having leaflets for when we have tournaments coming to town. TS stated there are hundreds of people coming into the park for these tournaments and we are missing an opportunity by not letting them know what Woodward has to offer while they are here. To encourage them to get out and about SW has designed a leaflet with info about things to do in Woodward. SW said we will be having 5,000 copies printed to hand out at certain places. SK suggested having them at hotels as well, SW agreed this was a good idea. JB suggested making sure we have other events going on around town when these tournaments come to give people more things to do while they are here. SW said she is allowing room in the budget for other Spring and Fall events to coincide with tournaments. The leaflet will feature a map, attractions, restaurants, hotels and vouchers for the Aquatic Center and Mini Golf.

SW discussed an interview she recently had with the Enid News about Crystal Beach Park. We sent over information including a calendar of events and some pictures of the activities available.

SW said she has asked for an increase in budget for our promotional and advertising line items, to get info about Woodward to a wider audience. She explained using the OTRD programs does this by providing us with not only statewide coverage but some national as well.

SW talked about advertising in the newspaper versus digital media. She believes we will reach a larger audience by advertising more on social media. SW spoke with Sheila Gay at the Woodward News about this. Sheila informed her they have a mobile app that they can put more of our advertising spend into. SW said we will still have things in the paper but there will be more digital advertising going forward. With the convenience of social media it is the way to go and the advertising is low cost and reaches many more people with specific targeting possible.

SW advised our FAM trip has proven to be very successful with more visits coming to Woodward as a result from the trip. A group came in last week from the city, and the 500 strong Edmond Retired Teachers Travel Group has two 1-day itineraries planned in 2019.

SW said Darci attended her first Red Carpet Country Board meeting. Darci continues to visit our hotels monthly and distribute tourism literature and she is planning on starting a regular hotel managers meeting soon.

SW said with the recent changes to street closure rules she has finalized the new City of Woodward Event Request Form. In addition she has also started sending out surveys to our clients and guests and has received excellent feedback so far. SW finished the 2018/2019 budget

proposal for the department. She continues to work on sponsorship requests, TSOGC planning, July 4th and Memorial weekend preparations, and is on the City employee job descriptions review committee

SW went to Washington DC this month for the U.S. Travel Associations Destination Capitol Hill event. SW said it was a wonderful learning experience, the speakers were very informative with many good industry statistics, and some excellent industry contacts were made.

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

/s/JOHN BROWN
CHAIRMAN

ATTEST:
/s/HAYLEY HERRING
OFFICE ADMINISTRATOR