

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
June 19, 2019

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, June 19, 2019, 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 9:15 a.m. and posted at City Hall at 9:20 a.m. June 13, 2019.)

PRESENT: John Brown Chairman
 Ron Hohweiler Member
 Steve Kohl Member
 Rachael Van Horn CVB Director
 Cheryle Shepherd Office Administrator

GUESTS: Chase Hawley

ABSENT: Trenton Sunderland Member
 Jewell Searcy Member
 Kourtney Weese Destination Marketing Liaison

- I. The meeting was called to order at 9:30 a.m. by Chairman John Brown
- II. Attendance of members, ex-officio members and guests was taken.
- III. Rachael Van Horn went over the financial statements for April and May

RVH stated for total revenue, we are still under about \$33,000 what we anticipated, that's just an estimate. we made to support the budget that we had. We are probably looking at about 7% total down swing in overall city taxes. When you look at the trend line, in some cases business volume is up with hotel/motel receipts. LaQuinta is adding extra to their monthly payment to try and get caught up. JB stated it would be easy to argue that hotel/motel doesn't necessarily follow overall sales tax, it does to a degree. We have to be careful with the trendline, looking at your projected for May and June and it looks like they are going off of historicals from the last year. It doesn't mean that every year is going to repeat itself. 2017 and 18 are pretty well carrying that positive trend right now. The economy is very confusing right now. RVH stated also, understanding there is a difference in up here (looking at graph) how we budget, because we are not yet fully self-sufficient, that is my goal to become self-sufficient. I had to do a drastically reduced budget.

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

ROLL CALL

AYES: Brown, Kohl, and Hohweiler
NAYS: None

- IV. Accepted and approved regular meeting minutes from May15, 2019. JB made a motion to accept and approve the minutes, SK and RH seconded.

ROLL CALL

AYES: Brown, Kohl, and Hohweiler
NAYS: None

- V. New Business None

- VI. RVH gave the director's report. I've spent about a year restructuring a little bit how the staff is here. This is a team of people who is serving customers with immediate needs. At this point they are functioning and cohesive, I am now planning to spend more time on Tourism, down-state in meetings that I have missed over the last several months. Kourtney and I realize that we need to connect with the new Lt. Governor, who has a spirited initiative toward tourism and we for sure want to make certain we are getting all of the good out of that new program. We attended the Tourism Conference with the Lt. Governor, but there have been a couple we have not been able to attend. Going forward from now, in fact, tomorrow Kourtney will be going to a tourism meeting in Edmond that will include the Lt Gov. We are going to have a presence to connect with people and make Woodward known. We don't exist if we are not there, so those things have to happen. Woodward did not exist in any of the tourism guides, that literally thousands of which are sent out to other states. That is our target market, visitors to the state of Oklahoma and to Woodward, and we did not exist in it other than tiny print that they give out for free. We have a really good presence and a better presence as we continue to ramp that up. But also, we don't exist and probably haven't for the last year or so with regard to meetings.

RVH stated the Lt. Governor's office unveiled a program called "Fishin Oklahoma" Lake trails. Fort Supply lake is included. We want to incentivize people to make this along their trail. Use website to post pictures of their catch, visit lakes and all kinds of things associated with it.

RVH said she and KW delivered welcome packets for CF workers here for the turn-around. Partnering with Main Street Woodward to create 1,100 coupon packets that incentivize those people to visit many of our local merchants. Packets included everything from car detailing, boots and shoes, several restaurants, Main Street bucks, retailers and event passes. It was all in a special envelope printed "eat, shop, play" and included visitwoodward.com so they could access all events. About 80 contractors brought their families with them, this will be a good two month period for the City of Woodward's tax base.

RVH said Sarah Vaverka and Bobbi Holliday of Woodward Main Street are still doing great and the rest of the board agreed. RH saying if those girls can't make it work, no one can! They are very enthusiastic!

RVH stated KW has done a great job getting sponsors for 4th of July. She's been working non-stop solidifying bands to perform and this week got over \$3,000 in sponsorships to help defray costs of entertainment. Each year the City of Woodward spends about \$20,000 on fireworks. This year we will have the double zipline, food trucks, a beer vendor and free play at the horseshoes.

There being no further business, the meeting was adjourned at 10:25 a.m. by motion from JB with a second from SK

/s/JOHN BROWN
CHAIRMAN

ATTEST:

/s/CHERYLE SHEPHERD
OFFICE ADMINISTRATOR

Board/Minutes.06/19/19