



VI. Rachael Van Horn introduced the new Office Administrator, Cheryle Shepherd. All the board members introduced themselves to Cheryle.

RVH gave the directors report and went over the financial statement. JB had a question on the September financial statement. RVH answered the question stated everyone had not paid yet. RVH stated that taxes are flat, we are not going downhill but not going uphill very fast. JB stated its frustrating because all around us economy is booming. SK stated the economy should be picking up, they had received a call for 25 rooms for an oil company. So it seems to be going in the right direction. RVH mentioned voting and GPT, trickle down and could help us. JB and RVH talked about reserves. RH asked RVH how it works when we lease to a vendor or whatever, how we get paid, a check or whatever. RVH stated we have an ongoing schedule of events. We mark if they've paid, in full, half or whatever and at the end of the event or before they are very good at getting us our money. Ultimatly we want to see the impact of more money coming into this facility because we have created a better system that offers more services that we charge a fee for. Not on the backs of caterers or business people in this area. Enid recently came up with a 10% charge on their caterers that come to cater at their facility. We are a tax payer supported facility. It may be on hotel/motel tax but it is a tax funded facility. We exist to enhance economic development in this region not to charge more or get more money off the backs of business people doing business here. JB stated we don't just want to be huge revenue source for the city of Woodward either, have a good balance there, wants to see some healthy reserves. SK agreed, don't want to gouge people, we want to work with the community and keep reserves up. RVH stated she and Darci Herber are working on adding a wedding planner fee into our fee schedule. SK wishes it were feasible to attract religious conferences. RVH stated we are working on destination packaging. We do want some of those state wide and national events.

RVH explained the situation we had with a smell in the building. There was a burned part on an AC unit that needed replaced. After it was replaced there was still a smell and it turned out to be water in an electrical box in the floor. Working with original contractor (Kline Mechanical) to fix the situation.

RVH confirmed the ice rink and reported we paid \$6,000.00 up front cost to get the ice rink here. Event is being underwritten by Alliance Health, who will be our opening night guest on December 15<sup>th</sup>. They are using that night for their employees. We are also underwritten in part by the Woodward Industrial Foundation. The rink will be operational and open to the public December 16 through 22<sup>nd</sup>, hours will be 2-9 pm and until 10 pm the last day. We will be promoting through all media outlets as well as word of mouth and a live video like Kourtney did for Historic Ft Supply. JS stated advertising is key for events to do well. RVH stated this feeds right into Kourtney collaborating with Jon Marc and Annie Jo at Woodward Co Event Center getting all their events as well as the Woodward Public Library events and sporting events on our Visit Woodward website and using CVB Tourism facebook page to tease to our website. We have to get the community to use these.

RVH stated we finalized our presence in two of the most important magazines in the state, The Oklahoma Travel Guide and Oklahoma State Parks & Outdoor Guide. JB stated we should have our website on everything to get people to visit our website. KW named all the promotional items we already have it on.

RVH talked about promoting Experiment Lake and possibly having kayak rentals. Possible use of Crystal Beach lake with kayaks, paddleboats restrict kayaks.

RVH visited briefly with Bryan White about soccer fields and got a much more positive response. Bryan was positive and we may be getting close to a solution. JB stated soccer fields and parking need improved.

Woodward Tourism Coalition met this month. In attendance was RVH, Kourtney Weese, Jon Marc Holt and Annie Jo Gilbert. Discussed Woodward Tourism being one stop shopping center for all the events and how logistics would work.

There being no further business, the meeting was adjourned at 10:14 a.m. by motion from JB with a second from SK

/s/JOHN BROWN  
CHAIRMAN

ATTEST:

/s/CHERYLE SHEPHERD  
OFFICE ADMINISTRATOR

Board/Minutes.081518