

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
May 19, 2021

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, May 19, 2021, 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 8:37 a.m. on 5/10/2021 and posted at City Hall at 9:10 a.m. 5/10/2021.)

PRESENT: John Brown Chairman
 Ron Hohweiler Member
 Michelle Murray Member
 Jewel Searcy Member
 Rachael Van Horn CVB Director
 Cheryle Shepherd Office Administrator
 Molly Ogden Tourism Marketing Assistant

GUESTS: None

ABSENT: Chase Hawley Member

- I. The meeting was called to order at 9:38 by John Brown.
- II. Attendance of members, ex-officio members and guests was taken.
- III. Due to a financial statement not being available the Financial Statement has been tabled for the next meeting in June 2021.
- IV. Accepted and approved regular meeting minutes from April 2021. JB called for a motion to accept and approve the minutes; RH made a motion and JS seconded.

ROLL CALL

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

- V. The board decided to elect a vice chair for the CVB Board in the event that JB has to be absent for a meeting. MM made a motion that Ron Hohweiler be the vice chair of the board. JS seconded. RH accepted the role.

ROLL CALL

AYES: Brown, Searcy, Murray
NAYS: None

- VI. RVH gave a verbal director's report. The CC has been doing okay. We are in the middle of changing our A/V system. The new video system will be about 20k, but the cost will likely be defrayed due to

the hosting of the County Court House. We are looking to increase event wise. We have a fuller tourism season than we've had in the last 3 years. We had three events in one weekend: the Twisted 2k Rodeo, The Red Dirt Showdown Semi Truck Show, as well as the Pride of Texas Carnival. We are gathering numbers from the hotels for the Semi Truck show. Justin Allison was responsible for the Semi Truck show, and it grew into quite a successful event. We are hoping to turn that into a yearly event. There were mixed reviews about the carnival, but overall, it seemed to be successful. We have events like that through May, June, and July. We are now focusing on our Fourth of July Celebration. We have pulled back from spending. We are waiting on word from a military band to perform. The celebration will take place on Saturday, the 3rd. AMBUCS will be doing their games, and there will also be a Monster Truck Show taking place that day in the late afternoon before the fireworks. We are expecting a good turn out from the public for that event. The ELKS Rodeo is growing into what we would call a Rodeo Festival. We have added the Pot of Gold, steer tripping, and a few others that is encompassing 8-9 days. This year, we did not charge for the use of the facility because they will be redoing the bucking chutes at the arena. The Cudd Horse Sale will also be after the rodeo, which will bring in a great number during rodeo week. One of the more exciting things we have going on this year is the Drone Festival. RVH is working on a contract that is determining the roles of the festival. Tourism is working on the promotion and the help of getting it out to the public. RVH is handling getting the industrial speakers. This will be the first Drone Festival in the state of Oklahoma. The obstacle course will take place at the old Siemen's building. That space will accommodate with lots of room for the races. There will also be an international photo contest, and a film festival that will be hosted at the WWAT. We will be having a panel of speakers that will discuss the different industries of drones. RH asked for the speakers not to 'drone on' during the event. Vendors will also be available there to sell drones. Winners of the photo contest and film festival will be provided with a NFT token as a prize. RVH and CS have been working on contractual changes to our Facility Use Agreements. They needed upgraded based on changes that have been made throughout the years. The FACUSE agreement was also the basis for the new Public Street Use Agreement. The CC will again be hosting the Miss Rodeo Oklahoma pageant this year. There is also an influx of events coming back to the CC this year.

There being no further business, the meeting was adjourned at 10:21 a.m.

/s/JOHN BROWN
CHAIRMAN

ATTEST:

/s/MOLLY OGDEN

TOURISM MARKETING ASSISTANT

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