

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
July 20, 2022

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Downtown Business Center on Wednesday, July 20, 2022, 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 8:47 a.m. and posted at City Hall at 4:00 p.m. July 12, 2022.)

- PRESENT: John Brown Chairman
 Robin Hohweiler Member
 Michelle Murray Member
 Claudia West Member
 Rachael Van Horn CVB Director
 Cheryle Shepherd Tourism Assistant
- GUESTS: Sarah Eckhardt Woodward Main Street
 Candee Brossman Orange Crush Digital Marketing
- ABSENT: Jewell Searcy Member

- I. The meeting was called to order at 9:39 a.m. by Chairman John Brown

 - II. Attendance of members, ex-officio members and guests was taken.

 - III. RVH gave the financial report. We are seeing an upward trend and we are hoping to keep seeing that trend go up. We are still being very conservative, chipping away at the red and working to build our reserves back up. There is a lot going on in Woodward right now and hotels are full. We are asking the hotels/motels for a partnership rate for events like the Thunderbird Drone Fest.
- Accepted and approved financial statements for April and May. JB made a motion to accept and approve the statement and MM and RH seconded.

ROLL CALL

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

- IV. Accepted and approved regular meeting minutes from April 20, 2022. JB made a motion to accept and approve the minutes, RH and CW seconded.

ROLL CALL

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

- V. New Business: CW asked if the meetings could be held at 9:00 instead of 9:30.

VI Director's Report: RVH gave the Director's Report. As of July 1st, the Woodward Convention & Visitors Bureau (Woodward Tourism), which consist of myself and Cheryle Shepherd, is now housed in the Downtown Business Center (formerly Code Enforcement). This move helps with some confusion as to who does what concerning Tourism and the Conference Center. Darci Miller, General Manager of the Conference Center and her staff will continue to be there taking care of all your event needs. What it really does though, is puts Tourism downtown and closer to Woodward Main Street, the Chamber, Woodward Arts Theatre and all the others we partner with. We will be working on signage so people know where we are. We have already had a lot of traffic.

RVH: The second annual Thunderbird Drone Festival is coming up August 12-13th. It was great last year, this year will be huge and we are very excited. Our Drone Fest has become very impactful, state- wide and nationally. The number of entrants for the film fest doubled from last year. People from 45 countries have entered. CW asked how we get so many people to find out about the event. RVH said between air views, gorilla marketing, social media, radio advertising, digital advertising, Travel OK, and the creators of the Drone Festival, Chris Castor and Nathan Holliday. New this year is a drone light show sponsored by OG&E.

RVH: We are gearing up for our first Sand Plum Festival on September 10th. There will be a sanctioned, certified 10k and 5k, a pageant, quilt show, products contest, old farmers exhibit and things going on downtown.

RVH: We are hosting the Lt. Governor's Tourism Summit which will be held at the Conference Center on September 22nd.

There being no further business, the meeting was adjourned at 10:23 a.m.

/s/JOHN BROWN
CHAIRMAN

ATTEST:

/s/CHERYLE SHEPHERD
TOURISM ASSISTANT

Board/Minutes.07/20/22