

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
September 21, 2022

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Downtown Business Center on Wednesday, September 21, 2022, at 9:00 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 8:57 a.m. and posted at City Hall at 10:10 a.m. September 8, 2022.)

PRESENT: Robin Hohweiler Member
Michelle Murray Member
Jewell Searcy Member
Rachael Van Horn CVB Director
Cheryle Shepherd Tourism Assistant

GUESTS: Trent Yadon Aquatic Center

ABSENT: John Brown Chairman
Claudia West Member

- I. The meeting was called to order at 9:00 a.m. by Member, Robin Hohweiler
- II. Attendance of members, ex-officio members and guests was taken.
- III. RVH gave the financial report. You can see where we are with our reserves .Which is negative, but we are reducing that. We are paying that back a little as we go. This is money we are into the City for during COVID. It started out a little over \$240,000 and we've been wittling away at it as we go. Looking at the hotel/motel tax, we are on a really strong trend and working on some analytics for that. Typically, this follows the overall tax just as a trend. The amount of sales tax collected for the City of Woodward is going up, some is because of price increases. Events are driving the trend up. RH asked in terms of sales tax, does the entire amount of hotel/motel tax go to the city? RVH answered, yes, it goes into a specific fund set up for the hotel/motel tax, which is 6% and that is placed in our operating budget, we really don't operate out of the City, we operate out of that. The only reason we are into the City is because COVID absolutely shattered the operations. We had a 59.8% decrease in our operating. MM stated that hotels/motels pay occupancy tax, state tax, city tax and county tax-it gets pretty pricy. RVH added that Air B&B's do not pay these taxes. There is no legislation for this yet. Woodward and the surrounding area do have quite a few Air B&B's. JS stated that CF Industries will be having their Turnaround in July 2023. We will see the trend go up. RVH mentioned that tourism has went from 4 employees to 2. We are keeping things going and keeping costs down.

Accepted and approved financial statements for June, July and August. RH made a motion to accept and approve the statement and JS and MM seconded.

ROLL CALL

AYES: Hohweiler, Murray and Searcy
NAYS: None

- IV. Accepted and approved special meeting minutes from July 20, 2022. RH made a motion to accept and approve the minutes, JS and MM seconded.

ROLL CALL

AYES: Hohweiler, Murray and Searcy
NAYS: None

- V. New Business: None

- VI Director's Report: RVH gave the Director's Report. Trent Yadon has been working on and spearheading the Aquatic Center, indoor pool project. The City has pledged the land for the project. \$70,000 was the goal just for engineering cost. TY said this project goes back to 1995. This had been a grass roots, community lead dream we are trying to make a reality. We started a funding campaign, which took about a year and with the help of OG&E. They reached out and said they will give the last \$7,500. They wanted to be the ones to put us over the top. Sometime next month, we will have a big "splash" with OG&E with them handing us the check. The architecture firm will come to Woodward and get some community input. Then they will go back and make some designs. Probably after the first of the year the architecture firm will come back for a meeting with the design and design cost. We are not planning on going for a city bond issue. If you can't pass a school bond, why would this be any different. It will take a consortium and even the architecture firm will tell you, that's the way its done. Most of the time it's getting a little bit of help from the City, the County, a major benefactor, someone that wants to put their name on the building, a grant or two, and all the stars lining up.

- RVH: Historic Fort Supply/Fort Supply Preservation Authority Trust update. I wrote a proposal only for Historic Fort Supply and we got that pledge because we agreed to let the Oklahoma Historical Society do a lateral transfer of that 13.78 acres to protect that and they agreed and provided some funding and got ARPA funding. So, we have a million in ARPA funding for it. I began working with the counties who were interested and would like to have the rest of that, including the range land. There is a total of 3,146 acres. Dena Fisher, Carl Newton and myself pushed and pushed and I even got with my own personal attorney, its taken over a year. It's a regional trust that does not represent a political subdivision. That was key. we had to research the law and get an appropriate vehicle for this entity. The long range capital planning commission oked and approved it. we are now doing a survey to differentiate the lands and create the legals. The money that the land makes with ag leases, will go to help maintain the land. The trust was wrote in such a manner that it can accept grants. So we will work to rehab some of the buildings and market it for lease.

RVH: Tourism was busy with 4th of July, the Drone Fest, and our first Sand Plum Celebration- which had a great turnout, the pageant was a smashing success, thanks to Angie Lehman. The quilt show was a big success as well as a great turnout for the products contest. Drone Fest was a huge success. The Lt. Governor's Tourism Summit is the 22nd of this month. We are really excited to host this event.

- RVH: We have the Temple Houston marker and are making plans to place that. It is on hold for now because of some street repairs on 9th Street. Deena Fisher, Laurie Steenbergen, Robin Hohweiler and myself just got all that done and approved for a historical marker for where his office used to be.

RVH: We have a Way Finding Sign project that we are working on that will mark 20 highway and street signs that mark downtown and other areas. We want to get people to our downtown. We will be working with Kevin Kornele on this.

There being no further business, the meeting was adjourned at 9:50 a.m.

/s/Robin Hohweiler
MEMBER

ATTEST:

/s/CHERYLE SHEPHERD

TOURISM ASSISTANT

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