

WOODWARD CONVENTION & VISITORS BUREAU  
BOARD MEETING MINUTES  
October 20, 2021

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, October 20, 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 9:24 a.m. on 10/4/2021 and posted at City Hall at 9:45 a.m. 10/4/2021.)

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:     None

- I.            The meeting was called to order at 9:34 by John Brown.
- II.           Attendance of members, ex-officio members and guests was taken.
- III.          RVH gave a financial report. We do not have the report for September 2021 for this meeting. In August 2021 our expenditures have gone down and revenue has gone up. For June, July, and August we had an influx of events. Especially youth related events that have helped us a ton. We are going in the right direction that brings people in to stay at our hotels. We brought in 73k in August for hotel/motel tax. During COVID we averaged between 25k-30k because we were able to host events because of our ample space.
- IV.          Accepted and approved the financial statement. JB made a motion to accept and approve the statements; JS made a motion and MM seconded.

ROLL CALL

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

- V.           Accepted and approved regular meeting minutes from June 16, 2021. JB made a motion to accept and approve the regular meeting minutes; RH made a motion and JS seconded.

ROLL CALL

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

- VI. No New Business. RVH mentioned that she has reached out to Claudia West to become a member of the board. She is open and to the idea and will be attending the next meeting.
- VII. RVH gave a verbal director's report. The Fourth of July celebration was a nice success with over 60 participants in our fishing derby. The monster truck show was not as big of a success as hoped for, however there was a large turnout for the activities and the fireworks show. The Crystal Christmas committee will be hosting a fundraising event at the Woodward Conference Center, the Crystal Gala, to raise money for the lighting displays and ways to make Crystal Christmas even better. We again marveled at how wonderful Casey Melvin is. RVH does anticipate seeing the financials go up in the upcoming months. We have a nice line up of events being planned. We will be possibly hosting a fundraiser for the Woodward Arts Theatre in the 2022 season that will be a cocktail party. One of the things we are working on is bringing the trail down from Crystal Christmas into Main Street to drive traffic to our downtown area. Main Street has added some new flags for the light poles. We have Home for the Holidays this year with the Castors. The Drone Festival was quite a success for the first year and we did learn a lot for our first time around. Most all our advertising hits came from our digital marketing, which is the direction we are heading for all advertising. We spent about \$2,500 from our budget to help with the Drone Festival. The most difficult thing for the Drone Fest was getting vendors for the Expo portion. We are also focusing on the historical site of Fort Supply. RVH created a proposal with everything in order to obtain the land that it resides on including the historic cemetery. RVH began working on a bird watching tour for the area and creating a hummingbird park in Crystal Beach Park. RVH made the board members aware of an information request from a local competitor for the WWCC. We found out that JB is hogging all of the hummingbirds from RH's house. We have the semi-truck show coming back again this year as well as a request for support from the CVB. We are also getting close to the Main Street Pumpkin Drop, Trick or Treat, and Pet Parade and are expecting a large turnout for that.

There being no further business, the meeting was adjourned at 10:28 a.m.

/s/JOHN BROWN  
CHAIRMAN

ATTEST:  
/s/MOLLY OGDEN  
TOURISM MARKETING ASSISTANT

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