

WOODWARD CONVENTION & VISITORS BUREAU
BOARD MEETING MINUTES
December 15, 2021

The Convention & Visitors Bureau Committee of the City of Woodward, Oklahoma, met in regular session at the Convention & Visitors Bureau on Wednesday, December 15, 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 9:02 a.m. on 12/6/2021 and posted at City Hall at 8:30 a.m. 12/10/2021.)

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

GUESTS: None

ABSENT: Jewel Searcy Member

- I. The meeting was called to order at 9:30 by John Brown.
- II. Attendance of members, ex-officio members and guests was taken.
- III. RVH gave the financial report. The November financial statement will be postponed until next month. The trend is getting better and going in the right direction. We are still lacking some payments from La Quinta, that is now closed. We have now filed a lien against them. We are working on making sure that what we support directly correlates to our financial situation.
- IV. Accepted and approved the financial statement for September 2021 and October 2021. JB made a motion to accept and approve the statements; MM made a motion and RH seconded.

ROLL CALL

AYES:	Brown, Murray, and Hohweiler
NAYS:	None

- V. Accepted and approved regular meeting minutes from October 2021. JB made a motion to accept and approve the regular meeting minutes; MM made a motion and RH seconded.

ROLL CALL

AYES:	Brown, Murray, and Hohweiler
NAYS:	None

VI. No New Business.

VII. RVH gave the director's report. We are not sure where we are at in regards to the Twister Alley Film Festival. Due to certain circumstances, the last two years we have not had the festival. We are hoping to bring it back soon with sponsorship in order to not lose the festival entirely. For Crystal Christmas, we were plagued with vandalism this year. The CVB helped support the organization this year by providing security for the park in order to prevent more vandalism. The Crystal Gala is an upcoming event here at the Conference Center as a fundraiser for Crystal Christmas. The Christmas Parade was a success. Next year we are planning on making the parade and tree lighting different. We are planning on a band contest, and then pulling the floats closer together. Laurie Steenbergen did a fundraiser at the WWAT in the upstairs loft area, and it was a nice success and did well financially. She is also looking at many grants for the theatre, museum, and the library. We are submitting the packet for the Oklahoma Film Friendly City to become a film friendly city, so that location companies will have Woodward on their list of places to film at. RVH has spent the last four months working with Trait Thompson to sign on and transfer the land of historic Fort Supply to us in order to maintain the historic significance of the area. We are working on this coming year's Drone Festival that will be taking place at the County Event Center. We will be making a lot of changes in order to make this year even better. We continue to improve technology at the Conference Center to make it a first class experience for the clients. We became very much a central location for weddings this past year. We just recently finished the marketing film to be posted in January on our website. MO has started to do some marketing on TikTok to reach a different clientele. We are still trying to find a 'brand' in order to market Woodward better.

There being no further business, the meeting was adjourned at 10:12 a.m.

/s/JOHN BROWN
CHAIRMAN

ATTEST:

/s/MOLLY OGDEN

TOURISM MARKETING ASSISTANT

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