



Board of Directors Meeting
Wednesday, November 20, 2013, 11:30 a.m.
Legends Restaurant, 1313 West Lindsey

Minutes

Board Attendance:

(P) Sherry Brown, Republic Bank	(A) Dr. Roger Brown, Norman Public Schools
(P) Carol Dillingham, Cleveland Cty.	(P) Brenda Hall, City of Norman
(P) Don Hiebert, First Bank & Trust	(A) Randy Laffoon, SportsRadio 1400
(P) Suzanne McAuley, First American Bank	(P) William Murray, Montford Inn
(P) Joe Sparks, Restaurant Industry	(A) Juna Stovall, OU, CCE
(P) Charlie Taylor, OU Athletic Dept.	(P) Jennifer Alexander, Embassy Suites
(A) Paige Williams, Chickasaw Nation	(A) Don Wood, NEDC
(A) John Woods, Chamber of Commerce	(P) Greg Heiple, City Council

Call to Order

Meeting called to order by McAuley at 11:30 a.m.

Minutes

Motion made by Sparks to approve October minutes; seconded by Taylor.

Finance Report

Motion made by Brown to receive the October financials and file them for audit; seconded by Sparks.

Search Committee Update

McAuley stated that SearchWide was currently reviewing a pool of seven applicants. McAuley additionally announced that the next Search Committee meeting would be held during the first week of December.

Annual Report

Brickman provided an overview of the draft and the Board advised that various changes be made.

McAuley and Brown suggested that it be made clearer that the staff listed on page 2 was current *only* during the fiscal year that ended June 30, 2013. McCauley also proposed that the font be made larger throughout the report, as well.

Hall asked if the categories listed on page 3 were the same as last year. Brickman responded by saying that they are different because there was some vagueness in previous reports; thus, categories were edited to keep the numbers as factual and transparent as possible.

Hall additionally stressed the need for the report to emphasize the CVB's value. In other words, while some community events may not have been put on or organized directly by the CVB, they have been increasingly successful thanks to the CVB's efforts. Taylor suggested that benchmarks be established in an effort to prove such "successes." He also asked if there was a way to get a list of the "top 20 events in Norman" along with reports of their impact. Brickman explained that that becomes very complicated when it is up to each separate event planner to provide those reports. This becomes even more difficult when often no admission/ticket(s) is required at many of these events.

Memo to City Council

Brickman presented the memo [regarding the amended FYE 2014 Budget] that was given to City Council. She stated that the memo made it clear that it was a simple request for the redistribution of funds, not a request for *additional* funds.

Sooner Sports Properties basketball/softball promotion

Brickman stated that \$8,000 worth of additional funds was approved at October's Board meeting in an effort to meet the \$50,000 minimum required for our use of the OU logo. She further explained that the \$8,000 would be used toward promotions at baseball and softball games. Players and coaches would be interviewed on camera and asked their favorite things to do/see/eat in Norman; the interviews would then be played during the games and at other events to various audiences.

Taylor questioned the legality of players actually endorsing various places/organizations; he offered to double-check this with OU and Sooner Sports Properties.

Brickman also mentioned the possibility of having the CVB logo and website printed on the back of tickets for various sporting events next year.

City of Norman interstate signage

Brickman noted the addition of a shopping bag to the signage. Taylor asked about the possibility of having the NCVB logo added to the signage. Hall explained that the format has to meet a uniform code and that the signs may be installed too soon for that anyway.

Sales Team Report

Bash and Hohlier offered a breakdown of the report. Highlights of the report included: 1 lead sent (Statewide Preservation Conference – June 2014), attendance at various association meetings including OSAE and MPI, and servicing for the Harley Owners Group Rally. Hohlier additionally attended Rejuvenate Marketplace (a faith-based, appointment trade show).

Murray and Alexander asked Bash and Hohlier to include and explain the number of prospects they had throughout the month, as well. Murray and Alexander encouraged Bash and Hohlier to do this so that it would showcase *all* of their efforts—not just “qualified” leads. Brown agreed and stated that she wants to be sure that the sales team gets credit for *all* of the work they do—even if it is just for one lead. Hiebert suggested that an explanation of the “10-night rule” also be included within the report.

Leisure Travel Report

Mauldin offered a breakdown of this report, as well. Highlights of the report included: convention/group “servicing” which accounted for the distribution of approx. 2,400 guides and brochures throughout October. Mauldin additionally attended the State Arts Conference in Ardmore as an attendance-generator for next year's conference which will be held in Norman.

Mauldin additionally presented statistics provided by the Oklahoma Tourism and Recreation Department with the Board.

Communications/PR Report

Brickman, too, offered a breakdown of this report. Highlights included: meeting with Kelley of Sooner Sports Properties to finalize additional appropriations during softball and baseball season; launching the ChristmasinNorman.com campaign; and continued publicity for Norman events to regional and national media.

Adjourn

Motion made by Brown to adjourn the meeting; seconded by Sparks. Meeting adjourned at 12:55 p.m.