



**Board of Directors Meeting**  
**Wednesday, May 21, 2014, 11:30 a.m.**  
**Legend's Restaurant, 1313 West Lindsey**

## Minutes

### Board Attendance:

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

### Call to Order

Meeting called to order by McAuley at 11:40.

### Minutes

Motion made by Sparks to approve the April minutes; seconded by Laffoon.

### Finance Report

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

### Board Nominations

Laffoon reported that the nominating committee had chosen to nominate and approve Jen Tregarthen (Sam Noble Oklahoma Museum of Natural History), Robbie Tawil (NCED), and Lesha Maag (Norman Arts Council) as new members of the VisitNorman Board.

The nominations were voted on and approved by the existing Board.

### FY 2015 Budget Update

Schemm stated that the FY 2015 budget would be presented to City Council for discussion on May 27.

### Red Bud Awards

Schemm reported that VisitNorman won two awards: a merit award for "Outstanding Publication/Brochure" for the Norman Visitors Guide *and* an award for "Best Temporary Exhibition" on behalf of the Fred Jones Jr. Museum of Art and the National Weather Center's *Biennale*.

### Sales Manager Update

Schemm announced that Mauldin had been promoted to Sales Manager from her previous position as the Visitor Services Specialist.

### **Executive Session**

Motion made by Sparks to move into executive session; seconded by S. Brown.

Motion made by Stovall to come out of executive session; seconded by Sparks.

### **Sales Team Report**

Hohlier offered a breakdown of the report. Highlights of the report included: 2 leads sent and 1 booked (5A/6A State Baseball Championships) in April. Hohlier also met with the Norman Amateur Softball Foundation, hosted a site visit with the Native American Fatherhood and Families Association, and additionally attended the National Association of Sports Commissions Conference.

### **Leisure Travel Report**

Mauldin offered a breakdown of this report, as well. Highlights of the report included: leisure and convention/group servicing which accounted for the distribution of approx. 4,000 guides and brochures throughout April. Mauldin additionally attended a meeting regarding the VisitNorman partnership with OTRD, and also assisted with 89er Day, the Norman Music Festival, the Annual Tourism Luncheon and StART Norman.

### **Communications/PR Report**

Brickman, too, offered a breakdown of this report. Highlights included: ongoing publicity efforts for 89er Day, NMF7, the Annual Tourism Luncheon, and Jazz in June. She also participated in the Frontier Country Marketing Association media blitz which included 7 “stops” in southeastern Oklahoma and north Texas. Brickman also generated 10 press releases, 140 press mentions, and 293 million impressions.

### **Adjourn**

Motion made by S. Brown to adjourn the meeting; seconded by Laffoon. Meeting adjourned at 12:30 p.m.