



Board of Directors Meeting
Wednesday, February 19, 2014, 11:30 a.m.
Legend's 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	(P) Juna Stovall, OU, CCE
(A) Charlie Taylor, OU Athletic Dept.	(P) Joe Lomonaco, Embassy Suites
(A) Paige Williams, Chickasaw Nation	(A) Don Wood, NEDC
(A) John Woods, Chamber of Commerce	(A) Greg Heiple, City Council

Call to Order

Meeting called to order by McAuley at 11:35.

Schemm welcomed the Board and provided a brief introduction of himself.

Minutes

Murray amended the January minutes to reflect his absence at the January meeting. Motion made by Sparks to approve the January minutes with the aforementioned changes; seconded by Murray.

Finance Report

Motion made by Brown to receive the draft copy of the January financials and, if not subject to any changes, file them for audit; seconded by Sparks.

2014/15 Budget Update

It was suggested that the March Board meeting be moved to March 12 in an effort to review and discuss the budget before it is submitted to the City. Motion made by Sparks to approve this change; seconded by Murray.

NCVB Support for the Oklahoma Arts Council (OAC)

Schemm and Mauldin explained that the NCVB had been contacted by community art advocates who sought our support regarding HB 2850, HB 3296, and HB 2580. Sparks expressed his apprehension about taking too much of a political stance. Dillingham and Murray both explained that the arts fall under the NCVB's mission since they often serve as attractions/events that can increase room nights and create job opportunities—ultimately contributing to the community's quality-of-life.

A motion was made by Dillingham to allow the NCVB staff to draft a statement of support for the OAC and local arts programming; seconded by Murray.

2014 Tourism Luncheon

Schemm and Brickman explained that the “target date” for this year’s luncheon is Wednesday, May 13. It will be held [potentially] at the National Weather Center or the Sam Noble Oklahoma Museum of Natural History. The “program” will include a presentation of the NCVB’s strategic plan.

FY 2014 Six-Month Preliminary Numbers

Welcome Reception

Sales Team Report

Bash and Hohlier offered a breakdown of the report. Highlights of the report included: 5 leads sent in November and 2 leads sent in December, attendance at various association meetings including OSAE and MPI, attendance at the TEAMS & RCMA conferences, and participation in the Norman Christmas Parade.

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. 429 guides and brochures throughout November and 82 in December. Mauldin additionally arranged a “3rd Thursday” networking activity for the NCVB staff which consisted of a tour of Redbud Ridge Winery. She also attended stART subcommittee meetings and Host Committee meetings for the State Arts Conference (Oct. 2014).

Communications/PR Report

Brickman, too, offered a breakdown of this report. Highlights included: a media blitz through north central Oklahoma and south central Kansas with Frontier Country Marketing Association, designing street banners for the Christmas in Norman campaign, and the presentation of the NCVB annual report to City Council.

Laffoon asked Brickman if she had had any follow-up conversations with Kelly of Sooner Sports Properties. Brickman explained that she and Kelly have been in touch several times.

Adjourn

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