



**Board of Directors Meeting**  
**Wednesday, March 12, 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	(P) 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.	(A) Joe Lomonaco, Embassy Suites
(P) Paige Williams, Chickasaw Nation	(P) Don Wood, NEDC
(A) John Woods, Chamber of Commerce	(P) Greg Heiple, City Council

### **Call to Order**

Meeting called to order by McAuley at 11:45.

### **Minutes**

Motion made by Sparks to approve the February minutes; seconded by Murray.

### **Finance Report**

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

### **2014/15 Budget Update**

Schemm reported to the Board that Anthony Francisco (City of Norman) believed that the CVB's budget for FY2015 would be approximately \$850,000. Potential projects for next year (made possible by the additional funds) include: a visitor profile study; videos for group/conference promotion; 2 additional trade shows, additional media blitzes; the addition of empowerMINT (software); improvements to the NCVB mobile site; and a new visitor center/office location.

### **Semi-annual Report**

Schemm presented a final draft of the report and also stated that, in the future, it will follow more of a "one-sheet" format.

Sparks asked about the decrease in occupancy throughout the past year. Brickman explained that the construction on I-35 has been largely to blame for these statistics.

A motion was made by Sparks to approve the Semi-annual report and submit it to City Council; seconded by Murray.

### **NCVB Support for the Oklahoma Arts Council (OAC)**

Schemm presented the statement of support (drafted by Brickman and Mauldin) to the Board. A motion was made by Dillingham to approve and use the statement as necessary; seconded by Laffoon.

### **2014/15 Board Selection**

Schemm asked for Board volunteers to serve on the nominating/selection committee. Laffoon volunteered; others would be determined later.

### **2014 Tourism Luncheon**

It was announced that the Annual Tourism Luncheon will *officially* take place Wednesday, May 13, at the National Weather Center.

### **Sales Team Report**

Bash and Hohlier offered a breakdown of the report. Highlights of the report included: 5 leads sent in February; attendance at various association meetings including OSAE and MPI; attendance at RCMA which resulted in 2 RFPs.

### **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. 2,000 guides and brochures throughout February. Mauldin additionally organized a "3<sup>rd</sup> Thursday" networking activity for the NCVB staff which consisted of a tour of Feather Creek Farms; she also attended committee meetings for *StArt Norman*.

### **Communications/PR Report**

Brickman, too, offered a breakdown of this report. Highlights included: ongoing publicity efforts for the Mardi Gras Parade, Medieval Fair, 89er Day, and NMF7. In addition to generating seven press releases, Brickman also conducted an interview with Conventions South magazine and publicized NYSA's "Light & Energy" event.

### **Adjourn**

Motion made by Sparks to adjourn the meeting; seconded by Laffoon. Meeting adjourned at 12:50 p.m.