



Board of Directors Meeting
Wednesday, April 16, 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.	(A) 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
(P) John Woods, Chamber of Commerce	(P) Greg Heiple, City Council

Call to Order

Meeting called to order by McAuley at 11:35.

Minutes

Motion made by Sparks to approve the March minutes; seconded by Hiebert.

Finance Report

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

2014/15 Semi-annual Report Update

Schemm reported that the numbers reflected in the semi-annual report—including estimated economic impact—were calculated by using a new, more conservative multiplier than what has previously been used in the past.

2014/15 Board Nominations/Board Size

The nominating committee, which consists of Laffoon, Sparks, and Murray, reported that they would like the Board to consider adding an additional seat for an additional hotel or attraction partner in an effort to increase the number of *tourism* professionals represented. Laffoon made a motion to increase the Board's size from 17 to 19; the motion was then seconded by Murray.

Laffoon additionally reported that the committee would like to nominate Kyle Allison (of Andy Alligator's) to serve on the board; meanwhile, search efforts would continue for the other two available spots.

Sales Manager Update

Schemm reported that Bash is now working for the University of Oklahoma as GM of the Sooner Suites property. Schemm stated that several applicants had already applied for the open sales manager position.

Mobile Visitor Center

Schemm stated that the mobile unit will consist of a commercial, mini-van sized vehicle that would be completely customizable. The unit would also replace the GMC that is currently being used.

2014 Tourism Luncheon

It was reported that the Annual Tourism Luncheon would take place at the National Weather Center on May 13 and would include a BBQ buffet.

Horizons/Best of the Midwest Ads

Schemm and Brickman presented the ad(s) that were placed in both *Horizons* magazine and Times Square in New York City. The print ad was included in *Horizons* which was distributed with April issues of the *Wall Street Journal*; meanwhile, the digital ad ran approximately 240 times over six days (April 1-7) in Times Square.

Sales Team Report

Bash and Hohlier offered a breakdown of the report. Highlights of the report included: 1 lead sent and booked in March, as well as attendance at OSAE and MPI meetings. Hohlier also attended the National Association of Sports Commissions Conference which resulted in 16 face-to-face appointments.

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. 1,000 guides and brochures throughout March. Mauldin additionally organized a "3rd Thursday" networking activity for the NCVB staff which consisted of a tour and activity at the Firehouse Art Center; she also assisted with StART Norman, the 89er Day parade, and the Norman Music Festival.

Communications/PR Report

Brickman, too, offered a breakdown of this report. Highlights included: ongoing publicity efforts for Medieval Fair, 89er Day, NMF7, the Annual Tourism Luncheon, and Jazz in June. In addition to generating 63 press mentions, Brickman also provided the elements for the *Horizons* ad campaign and prepared RFPs for the printing of the VisitNorman visitor guide.

Adjourn

Motion made by Sparks to adjourn the meeting; seconded by Laffoon. Meeting adjourned at 12:40 p.m.