



Board of Directors Meeting
Wednesday, October 15, 11:30 a.m.
Legends Restaurant,
1313 W Lindsey St. Norman, OK 73069

Minutes

Board Attendance:

- | | |
|---|--------------------------------------|
| (P) Kyle Allisson, Andy Alligator's | (P) Rex Amsler, Embassy Suites |
| (A) Meghan Brooks , OU Athletic Dept. | (P) Carol Dillingham, Cleveland Cty. |
| (P) Brenda Hall, City of Norman | (A) Greg Heiple, City Council |
| (P) Shelly Hickman, Norman Public Schools | (P) Don Hiebert, First Bank & Trust |
| (P) Randy Laffoon, SportsRadio 1400 | (P) Leesha Maag, Arvest Bank |
| (P) Suzanne McAuley, First American Bank | (P) William Murray, Montford Inn |
| (P) Joe Sparks, Restaurant Industry | (A) Juna Stovall, OU, CCE |
| (P) Robbie Tawil, Marriott NCED | (P) Jen Tregarthen, Sam Noble Museum |
| (P) Paige Williams, Chickasaw Nation | (P) Don Wood, NEDC |
| (A) John Woods, Chamber of Commerce | A |

Call to Order

Meeting called to order by Murray at 11:15.

Minutes

Minutes from last month are approved pending changes suggested by Sparks for clarification. McAuley moves with amendments, Tregarthen seconds. All in favor, none opposed.

Introductions

Finance Report

Discussion by Hiebert of jump in cash represents the fusion of funds that were released by city for the mobile visitor center, the move, and the expo feasibility report. Changes in the liability resulted from timing of receipt of room tax. Motion made by Sparks to receive the September financials and file them for audit; seconded by McAuley.

All in favor, none opposed.

Annual report for City Council

Schemm says that the annual report will be presented to the City Council on October 28th, the suggested changes have been made to the report. It is ready to be presented.

Logo

Schemm reports that they are moving forward with the logo as was discussed earlier. The committee has talked with firms about refreshing the logo, and suggestions for complete overhaul. McMan has given a quote for just the logo redo option. Move your ads has given some suggestions about the redesign, and are excited about the project. There is movement on the project although OU Texas and other events have resulted in delays. Williams asks for clarification of why we are looking at redoing/revamping the logo after only five years. Schemm explains that with the move of the office there was a need for new signage which came out of the strategic board meeting. The goal is to make VisitNorman a more prominent component of new design.

Expo Center

Schemm reports that the committee received proposals from 3 companies. Sparks inquires the number of companies invited. Schemm says that there were 5 companies with 4 submitting proposals. The top two candidates identified by the committee were CS&L and HVS. Committee consists of Tawil, Murray, Amsler, Hiebert, Dillingham, Hall, Allison and McAuley. The third company that was considered was Johnson, which was ranked third by committee, it was stated that they did a good job but that there was not as much attention to detail put into their proposal.

HVS has done 7 hotel studies with in the last three years, including the 2006 Embassy Suites study. HVS uses implant economic modeling, but also subcontracts with a third party to enhance economic modeling. HVS proposal stated they would use previous studies for background data instead of gathering new, up-to-date data; they would do two focus groups, and the cost with expenses was \$59,000.

CS&L has done a variety of University towns including: Stillwater, OK, Lawrence, KS, Ames, IA, and Boulder, CO, among others. Recently have done the Oklahoma City Statefair Park and the new Convention Facility in OKC. This company seems to be more open to doing more. The committee recommends CS&L for the feasibility study.

HVS had strong support within the city staff, but city has expressed support regardless of which firm is contracted.

Board discussed modeling systems used by each company. Both use implant, with HVS supplementing with third party.

Dillingham discussed CS&L's familiarity with universities and criticism which is most likely to be the same with either company.

Sparks stated that the original plan as pitched to the city was \$35,000 for first phase, \$15,000 for second phase. Schemm explains that with CS&L can stop at any point, HVS has 2 options, both would offer a 2 part study.

Sparks asked about timing, Schemm stated that they hoped to have the first phase done by the end of the year. Sparks asked about using different modeling tools, Hall states that all professional services are negotiated throughout process.

Hiebert moves to move forward to select CS&L and negotiate contract. Hall seconds the motion. Murray asks if there are any questions which there were none. Motion passes with all in favor, none opposed. Murray thanks the committee for their work.

Norman Forward Statement

Schemm gives updates to bringing forward letter of support- the land swap is no longer available, the VisitNorman office is still in favor for the proposed projects but will look at other options that are put forth by Norman Forward in the future before submitting a letter of support for the project. Laffoon states that the land deal does not kill it, the result is a change with whom they are working. Schemm states that they are looking at creative partnerships, such as partnering with the YMCA for the Pisces project. Dillingham says that the land committee for the project are not to be deterred.

Sales Team Report

Mauldin reports that she has been preparing for Hollier's maternity leave. Highlights include the recent show in Phoenix and an excellent sales blitz opportunity in Kansas and Nebraska. Schemm adds that this fits into the strategy of looking at small appointment based shows that results in opportunities such as this.

Leisure Travel Report

Burgess offered a breakdown of this report. Highlights of the report included: leisure and convention/group servicing for 2 different events and resulted in the distribution of 1,550 guides. Burgess reported on continued coordination efforts for the 2nd Friday Art Walk, and attendance at FanFest.

Communications/PR Report

Brickman explained the decrease in traffic is in part due to the timing of home games, last year there was three home games in September versus one this year. She expects it to pick up with the next two months.

Partners Updates

Sparks announces that Legends will be open for Thanksgiving Dinner.

Murray announces 20th anniversary of the Montford Inn, nothing special is planned.

Allison and Brickman are going to the Lt. Governor's Conference in Stillwater.

Williams announces 2 new hires, and the startup of a touring operating for groups interested in South Central Oklahoma destinations.

Tregarthen the 2nd Art Walk on October 21, in association of the Arts Conference on October 21-23

Adjourn

Laffoon motions for adjournment, Sparks seconds.

Meeting adjourned at 12:45 p.m.