



Board of Directors Meeting
Wednesday, January 21, 2015
Legends Restaurant,
1313 W Lindsey St. Norman, OK 73069

Minutes

Board Attendance:

(P) Kyle Allisson, Andy Alligator's	(A) Rex Amsler, Embassy Suites
(A) Meghan Brooks, OU Athletic Dept.	(A) Carol Dillingham, Cleveland Cty.
(P) Brenda Hall, City of Norman	(P) 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	(P) Juna Stovall, OU, CCE
(P) Robbie Tawil, Marriott NCED	(P) Jen Tregarthen, Sam Noble Museum
(P) Paige Williams, Chickasaw Nation	(A) Don Wood, NEDC
(P) John Woods, Chamber of Commerce	

Call to Order

Meeting called to order by Murray at 11:30. Murray congratulates Allisson who was elected to City Council and due to conflict of interest must step down from the VisitNorman board.

Minutes

Minutes from October and November are approved because no quorum in November and no board meeting in December. Sparks moves, Tregarthen seconds, all in favor none opposed.

Finance Report

Discussion by Hiebert of financials for October, November, and December. Of note are some big expenses including group marketing expenses for Rejuvenate tradeshow, final payment for the mobile visitor center, and the final payments for furniture and technology. McAuley moves to accept the October financials, Stovall seconds, all in favor none opposed.

In November an increase in cash position reflects the money released for convention center study. Otherwise very similar to other months. McAuley moves, Stovall seconds, all in favor none opposed.

In December some expenses of note include the second payment to Sooner Sports, \$5,000 for wayfinding project, and \$26,000 in marketing expenses. Sparks moves to accept the December financials, McAuley seconds, all in favor, none opposed.

Logo

Schemm reports after discussion with the logo committee it was decided that the research done for the current logo was still valid and turned attention to tweaking the existing logo. Brickman and Stovall worked on examples and in the one that was chosen the blue has been tweaked and gray is less green and the icons have been retained. Next year may look at adding new icons that could be subbed in and out based on event. Heiple discusses how he likes the city's use of the gears at the top of their logo to change the look of the logo as needed and that he hopes that the city offices such as the Chamber of Commerce, economic development, and VisitNorman can have similar logos. Schemm agrees but states that they need to wait on the city to make decision. Heibert moves to accept the new logo, Laffoon seconds, all in favor, none opposed.

Expo Center

Schemm reports on expo study and the fact that it is taking longer than anticipated, CS&L focus groups finalized on Thursday and Friday. Schemm thanks participants for coming to community focus groups. Heibert asks what is the next step. Schemm states that there will be phone interviews with meeting planners to get feedback, he will make presentations to the board and city council when he gets the report.

Way Finding

Schemm reports that the requested money for main street. The study is out, and the city is looking at implementation. The city has asked VisitNorman to fund a portion of the initial phase and will use this to fund other portions and was exploring other sponsors to help fund the project. Allisson raises concerns about this falling in our mission. Schemm explains that the city's goal is to fund the project which was originally budgeted \$40,000 but actual cost is \$120,000, city suggests a 3 way split. Tawil asks if there is a presentation for people who might be interested in benefits of sponsorship? Schemm says they have all that in phases.

Oklahoma Poultry Federation

Schemm reports on the request by the Federation for assistance to bring the show from Shawnee to Norman. There is a planned meeting on Jan 31st at which Mauldin will be giving a presentation to the Board. The county fairgrounds and hoteliers have helped a great deal. The show will generate approximately 210 room nights with room to grow. VisitNorman will offer \$500.00 one time incentive to help with the move. Sparks asks how long they were in Shawnee. Schemm reports probably decades. Hall asks what time of year the show is, Schemm states that it is the second weekend in December.

Carport

Schemm states that the investment in the mobile visitor center necessitates a carport to offer protection to the van. There are two possibilities, a long and skinny carport, but the downside to that is it would not protect the side of the vehicles, or a 24'x24' which would offer side protection. Schemm feels the last option is the best and explains that there are more issues with residential carports than in this instance. Williams asks where the money would come from. Schemm states that some of the marketing such as leisure tour movies could be scaled back to accommodate both expenses. Hall moves to approve the 24'x24' carport, Laffoon seconds, all in favor, none opposed.

2016 FY Planning

Schemm reported that he is already planning and working on the budget so that it is ready well before the city needs. Among things that are being explored for that year are a new, updated website, refreshed ad campaign, an app to improve visitor experience with the calendar. He also reported that they are finalizing audit with the hopes to get it done by mid-February.

Sales Team Report

Hohlier reports highlights include the November and December activities which included a number of leads sent such as the National Order of the Eastern Star, and Alpha Sigma Kappa, among others. She also reports that there is a number of pending groups, including the Southern District Conference Mennonite Brethren churches, which has been verbally committed to Norman. Hall thanks Mauldin for her help with the City Managers conference which went well.

Leisure Travel Report

Burgess-Cady discussed distribution for the November – December time period which consisted mainly of OU groups, especially recruitment activities. She has a number of shows coming up in February.

Communications/PR Report

Brickman reports a busy but productive holiday season with a very successful Christmas in Norman campaign and record attendance at the Christmas Parade. Press mentions are up for both months compared to last year.

Partners Updates

Maag reminds every one of the Arts Council the One coming up on March 28th.

Tawil reports on the opening of the Starbucks at the Marriott at NCED and reports that the 4 million dollar lobby should be finished in 4 months

Hall reported that 67% of voters who turned out for the water rate increase voted for the measure which passed.

McAuley reports that as of February 13th First American bank becomes First United Bank

Williams reports that the Chickasaw Nation LLC Native tours which hopes to offer shuttling of groups, itinerary planning and such for major attraction in Oklahoma and that they have a license to operate in a 500 mile radius so they hope to expand to surrounding states.

12:32 Hiebert motions to conclude meeting, all in favor none opposed.