



Board of Directors Meeting
Wednesday, October 21, 2015
Legend's Restaurant
1313 W. Lindsey St.

Minutes

Board Attendance:

(P) Rex Amsler, Embassy Suites	(A) Carol Dillingham, Cleveland Cty.
(A) Brenda Hall, City of Norman	(P) Jerry M. Hatter, Balfour of Norman
(P) Greg Heiple, City Council	(P) Don Hiebert, First Bank & Trust
(A) Randy Laffoon, SportsRadio 1400	(A) Alesha Leemaster, Norman Public Schools
(P) Leesha Maag, Arvest Bank	(P) William Murray, Montford Inn
(P) Michael Palermo, Restaurant Industry	(P) Andy Sherrer, Norman Chamber of Commerce
(P) Jason Smith, NCED	(P) Juna Stovall, OU, CCE
(P) Robbie Tawil, Marriott NCED	(P) Jen Tregarthen, Sam Noble Museum
(P) Paige Williams, Chickasaw Nation	(P) Elias Wilkerson, OU Athletics
(A) John Woods, Chamber of Commerce	

Call to Order

The Board did not reach a quorum.

Minutes

Minutes for August and September were up for approval. Wrong version of September's was sent in original packet, this was corrected in the current packet. Amsler motions, Tregarthen seconds. Motion carries, none opposed.

Finance Report

Hiebert goes over the financials for August and September. There was a return to more normal numbers because of moving away from end of year bonuses in July. Amsler moves the motion, Hatter seconds. The motion carries, none opposed.

Video expense and Bold Marketing Campaign shows up in September, recording a little deficit, but it is in the budget. Stovall moves, Murry seconds. The motion carries, none opposed.

Expo Center Next Steps

Schemm reports that the passage of Norman Forward was great news for Norman as a whole. He reiterates that he was waiting until Norman Forward passed to discuss next steps for the Expo Center so as not to influence the passage of Norman Forward. However, the Expo Center would also be beneficial for our community. The estimate for the center was \$250-\$350 a square foot, but has been told that it might be possible to get it down some. Schemm said that at the moment no decision was being made but wanted to bring it back to the forefront to see what solutions could be reached.

Sports Commission

Schemm reiterated the need to focus on the sports commission now because of the new facilities that will be coming on line with the passage of Norman Forward. We need centralized sports commission because in the past it was just a committee. There are three forms that such a commission could take, a governmental stand alone, as part of parks and rec., and under the umbrella of the CVB. There are no funding mechanism yet, in early stages of research but need to get this underway in the next year.

Marketing Update

Schemm says that he has been keeping Brickman busy, there has been some front loading of some of the initiatives for this year. The VisitNorman app is completed. Brickman states that at the last board meeting the video from McMahn Marketing was shown and has been well received. They have started the initial discussion on 30 second video for Michelle to showcase for potential groups. Brickman explains that the print ad has been updated. The problem with the previous ad was that it looked very similar to other DMO ads, were wanting something that would pop off the page. These ads are distributed to surrounding states and at national shows, as well as internally. Brickman was glad to report that the meeting professionals guides were completed, done with interns help. Schemm stated that the ad is the first of several that are being done, it will be a series of themed ads.

Sooner Sports Properties

Schemm wanted to start the discussion on Sooner Sports Properties, which is up for this year. The agreement is for three years, and we get to participate in Fan Fest, as well as an ad of Game day and Visibility on App. We pay approximately \$50,000 and give us the right to partner with them. Wanted to start thinking about if we wanted to renew or not.

Sales

Schemm gave an overview of the sales report which included 3 leads sent (Including Boys and Girls Club of America Regional Meeting, International Polishing and Staining Conference, and Church of the Living God Board Meeting). He also reported that the Wagner attended Small Market Meetings Conference in Little Rock, AR and had a great response.

Leisure

Burgess-Cady reported that 9 groups received servicing which resulted in the distribution of nearly 5,000 Visitor Guides. Other efforts included working registration for the Society for Photographic Education and working Fan Fest and coordinating 2nd Friday Food Trucks.

Communications

Brickman reported that the final reports were finished. As was the meeting professional guides. Her busy time of year is approaching with Christmas Parade and Norman Music Festival planning in full swing. Brickman invited everyone to the Mix on Main this Friday, it is an event that is supposed to help people who are staying in hotels for the game something to do in Norman.