



**Board of Directors Meeting**  
Wednesday, October 20, 2021  
Sooner Bowling Center

**Board Attendance**

- (P) Amish Zaver, Comfort Inn, Chair
- (A) Kyle Allison, Andy Alligators, Past Chair
- (P) James Howard, Baked Bear, Vice Chair
- (P) Scott Kovalick, Embassy Suites Hotel and Conference Center, Treasurer
- (P) Caitlin Fornier, OU Athletics Community Relations
- (P) Steve Gillis, Norman Youth Soccer Association
- (A) Angelia Green, The Chickasaw Nation
- (P) Helen Green, OU Public Affairs
- (P) Lee Hall, City Council
- (P) Jerry M. Hatter, Balfour of Norman
- (P) Mandy Haws, Sooner Bowling
- (A) Brenda Hall, City of Norman
- (A) Wes Moody, Norman Public Schools
- (P) Scott Martin, Chamber of Commerce
- (A) Amy Million, Norman Arts Council
- (A) Emily Chancellor, Hal Smith RG
- (A) Amber Beutler, NCED Hotel and Conference Center
- (A) Lawrence McKinney, Norman Economic Development Coalition
- (A) Carol Dillingham

**Call to order**

With nine voting members present, Zaver called the meeting to order 11:44 a.m. Zaver started with introductions.

**Minutes**

September's board meeting minutes were presented; Kovalick made the move and Hatter made the second. Motion passed.

**Finance report**

Howard presented the financials and highlighted the following:  
Pages one and four have some repetitive information. Favorable cash position, cash in the bank and money market all look strong. Actual vs. Budget on page four of the board packet. Month-end report shows some consumer spending that exceed budget including Camp Crimson sponsorship; \$2,500 for restaurant week spending plus the DI economic impact calculator. Schemm noted that we recognize that we operating from a deficit and we decided to do that for this year to spend the CARES act grant. Kovalick said that he has just finished budget forecasting for the Embassy and their numbers are looking even better than expected.

Motion to approve the financial report was provided by Howard and seconded by Haws.

### **NEDC Office Update**

Schemm reported that as he canceled all services to the 309 office, the contractor reported that we would not be able to occupy until 25<sup>th</sup>. Staff is working remotely. All furniture and boxes are at the new location and staff will begin unpacking Oct. 25. November board meeting will held at 424 W. Main St. Wayfinding signage will be updated with City grants.

### **ARPA Funding/EDA Grant Opportunities**

VisitNorman and stakeholder group have been collaborating on potential projects with the funding that is coming available. The portal for receiving applications opened during early October. David Floyd has been prepping applications from other counties and municipalities and is working with this group, especially on Lake Thunderbird. He encourages us to wait on a few more enhancements before pursuing. Howard has contact with an architectural group who will go and out locate grant money for those kinds of improvements.

HUG gave us anchor numbers for pursuing tournaments and current plans for YFAG is for 12; there is potential to pursue space for the other four; Floyd could serve as that contact depending on feedback from Catherine Walker and/or Jason Olsen at Parks and Recreation.

VisitNorman will submit for a public portion for a convention and exhibition space north of Embassy Suites. The 2017 study is now dated so we will look at a new study if needed along with touching base Atrium to ensure smooth partnership. Reaves baseball and bicycle/sidewalk master plan are also potential partners we will pursue.

### **Sports Commission**

The same time we started the feasibility study we started a plan for Sports Commission. We have hit a few hurdles along the way but are looking at Plans B and C right now to be able to be in a position to take it to the city. This is a huge opportunity that must be realized. Brown just signed the Under-16 Mickey Mantle championship series for July 2022 along with Beep Baseball tournament. There is a \$7K bid fee that we will have to be able to pay, the Sports Commission would be the ones who would step in for those kinds of requirements.

### **Staffing Update**

Schemm introduced Ryan Smith, the Digital Media Coordinator/videographer who joined the staff Oct. 4.

### **Sales Report**

Brown and Wagner are seeing activity jump up in action. Working with a few new other events, a new meeting professional is hosting a wine event at the fairgrounds in November. In the meantime, continuing outreach to meeting professionals, Wagner showed one of her giveaways highlighting breweries and outdoor space. Brown and Wagner have been trying to encourage any special activities going on in the districts onto a rack card that are going to hotels for additional outreach.

### **Communications Report**

Brickman pointed out the drastic difference in VisitNorman.com analytics from Sept. 20 to Sept. 21 as it related to user session and unique views, nearly four times as many visits.

### **Occupancy Report**

Schemm shared data from the most current STR reports Sept. 2020 vs. Sept. 2021, highlighting the growth in ADR. Schemm and Martin have met with Kenny Mossman about eventual migration to SEC.

#### **New Business**

Hall shared that she has been meeting with Scott Lambert, NOUN Hotel, about Campus Corner enhancements and improvements. Freshmen architecture class working on class project for overhaul of CC.

#### **Adjournment**

Meeting adjourned Hatter made the motion with a second by Howard.