



Board of Directors Meeting
Wednesday, February 16, 2022
Commerce Building

Board Attendance

- (P) Amish Zaver, Comfort Inn, Chair
- (A) Kyle Allison, Andy Alligators, Past Chair
- (A) 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
- (A) Helen Green, OU Public Affairs
- (P) Lee Hall, City Council
- (P) Jerry M. Hatter, Balfour of Norman
- (A) Mandy Haws, Sooner Bowling
- (P) Carol Dillingham, private attorney
- (A) Brenda Hall, City of Norman
- (A) Wes Moody, Norman Public Schools
- (A) Scott Martin, Chamber of Commerce
- (A) Amy Million, Norman Arts Council
- (A) Amber Beutler, NCED Hotel and Conference Center
- (A) Lawrence McKinney, Norman Economic Development Coalition

Call to order

Without quorum, discussion began at 11:38 a.m.

Minutes

Without quorum, no action was taken with the January meeting minutes.

Finance report

The draft copy of the financials were not provided to VisitNorman before the meeting to discuss or take action.

FY 2023 Budget

Schemm shared that the city has provided the placeholder at \$825,000. Other items in revenue include \$20K as revenue for the visitors guide, \$5K for the annual luncheon. Schemm then introduced each expenditure. Budget included in the packet. Schemm did mention that if the sports commission becomes reality before budgets are submitted, some items will move to that entity's budget.

Total expenses are about \$50K more than the placeholder but with reserves and the EIDL with the board's permission the budget could include supplemental income when presented to the city.

Dillingham implored that the budget include a marketing priority so she was pleased to see the breakdown. Schemm mentioned that there are proposals that will be formatted and designed to be more pleasing to read as part of the presentation.

Kovalick said that based on his industry trends that the placeholder may be very conservative as the occupancy rates have been regularly beating expectations.

City presentation, Toward Tomorrow

The City of Norman's Chris Mattingly provided a presentation about the upcoming April 5 election to raise water rates. Three initiatives are part of the vote: groundwater treatment, advanced water metering and pipe replacement. An increase was passed by voters in 2015; but one failed in 2010 after a 2006 successful vote. Information about the vote may be found at <http://www.normanok.gov/toward-tomorrow>

President's Report

Schemm provided updates on continuing topics. On Feb. 13, The Norman Transcript published an article that detailed a possible county connection to an arena being built in the University North Park area. He shared that the county has engaged CS&L to conduct a feasibility study and that VisitNorman is staying "out of the fray" but would welcome an entertainment district.

The county is also working out details with ADG for them to find grants to pay for a study and eventually present a master plan for Lake Thunderbird.

Schemm also shared that the Tourism Marketing District and resulting sports commission is in a holding pattern while waiting for either NCED or Embassy Suites to be able to sign the agreement. Contingencies are being considered.

He also mentioned that Factory Obscura recently made a presentation to Downtown stakeholders with details including that it would be the flagship location and much larger and grander than the OKC location. The group is in the fundraising stage currently.

Board member Fournier has provided links to the OU Athletics Department Name, Image and Likeness portal, the Exchange, that is designed to connect businesses and entities with Sooner athletes to embark on marketing opportunities. Schemm noted that along with the Chamber, a Lunch and Learn is being planned for businesses and entities to hear from OU personnel, an agent, an athlete along with others to provide a forum to learn more about NIL.

Staff Report

In the interest of time, staff reports were not verbally presented.

The discussion ended at 1:10 p.m.