



**Board of Directors Meeting**  
Wednesday, April 20th, 2022  
Commerce Building

**Board Attendance**

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

**Call to order**

Howard calls to order 11:32AM

**Minutes**

Green provided the motion to approve May meeting minutes; seconded by Million. Passed unanimously.

**Finance Report**

Kovalick provided overview of April and May finances highlighting favorable cash positions in both months. Recent expenses included the Annual Tourism Luncheon and "back-rent" from October 2021 thru May 2022 to NEDC for Commerce building lease.

Millions moves to approve finances for April and May; Hatter seconds. Approved unanimously.

### **FY'23 Board Additions**

Emily Chancellor and Amber Buetler will not serve for the upcoming fiscal year. New additions to the board include Cameron Brewer of The Standard/BancFirst, Jeff Stewart of O'Connell's and Steve Gillis with NYSA.

Green moves to approve board additions; Haws seconds. Slate approved unanimously.

### **Rental Car Tax Proposal**

Brickman reported on behalf of Schemm who was unable to attend the meeting. She explained the possibility of implementing a rental car tax as way to increase and diversify funding for VisitNorman (and other local entities).

Martin questioned the actual ROI on a system like this.

Millions suggested contacting NCED or Enterprise to learn more about the potential (or lack thereof).

### **Korn Ferry Tour Event**

Martin provided an overview of the event and described the opportunity for tourism it could present. Martin and Brown (Sales Manager) will travel to Wichita to witness and learn more about the tournament that is taking place there this weekend. Jimmie Austin Golf Club is a likely contender to host in June 2023. Local support and sponsorship is still pending.

### **View Point Videos**

Result of a collaboration among View Point, the City of Norman and VisitNorman. Footage was shot at Medieval Fair and Norman Music Festival of various citizens and event organizers.

### **Visitors Guide**

Brickman reported that Mark Milsap has been hired to handle ad sales. The visitors guide will be ready for publication in August.

### **Restaurant Week**

Wagner explained that Restaurant Week will take place July 8-17, 2022. Restaurants, bars and breweries are encouraged to register to participate. This year's beneficiary is Food and Shelter, Inc. of Norman.

### **Awards**

Brickman reported that VisitNorman was the recipient of three RedBud Awards: Tourism Organization of the Year, Marketing Campaign, Video Marketing.

### **Staff Reports**

Mauldin reported 46 leads sent YTD, with 14 booked definite.

Brickman reported 46 press mentions (compared to 35 in May 2021) and nearly 9 million impressions.

Smith highlighted recent Instagram posts that received 5,000+ views.

Meeting adjourned 12:25 p.m.