

# VISIT NORMAN

**Board of Directors Meeting**  
Wednesday, May 18, 2022  
424 W. Main St., Commerce Building

## **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 & Conference Center, Treasurer
- (P) 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
- (A) Amber Beutler, NCED Hotel and Conference Center
- (A) Amy Million, Norman Arts Council
- (A) Wes Moody, Norman Public Schools
- (P) Jerry M. Hatter, Balfour of Norman
- (A) Mandy Haws, Sooner Bowling
- (P) Lee Hall, City Council
- (P) Carol Dillingham, private attorney
- (A) Brenda Hall, City of Norman
- (P) Scott Martin, Chamber of Commerce
- (A) Lawrence McKinney, Norman Economic Development Coalition

## **Call to order**

Zaver called the meeting to order at 11:43 a.m.

## **Minutes**

April's minutes passed, motion made by Dillingham and second by Hatter.

## **Norman Forward report**

Jason Olsen from the Norman Parks and Recreation Department provided a Norman Forward report. Olsen provided calendars for the attendees and plans to coordinate with VisitNorman for the 2023 calendar. Olsen led a digital presentation via slide deck. Reviewed the 2015 vote and finished projects including the libraries, aquatic center, Ruby Grant Park (potential

for 5K events, including OU and possible regional and other NCAA tournaments), Andrews Park skating facility (Blake Baldwin), \$8.5 million set aside for neighborhood parks (Summit Valley, Belatona (sp?), Oakhurst, Cherry Creek and Vineyard are forthcoming), Reaves Park renovation for T-ball and youth sports, master park maintenance facility, Griffin Park renovations and updates (currently planning phase six), James Garner Avenue extension will connect from the library north to Flood Avenue with federal grant money in place, Young Family Athletic Center may include ARPA funds to add two additional basketball courts/four volleyball courts, Senior Wellness Center has been hit hard by construction inflation but with property exchanges plans are in place. Upcoming projects will include Saxon Park, Canadian River Park and trail development. The halfway point will be in 2023 and Parks department is planning a party to commemorate the milestone.

#### **FY23 Board of Directors additions**

Schemm presented the current board and highlighted departing members, including Emily Chancellor who has resigned and Amber Beutler who has not been able to attend meetings. Schemm said he has been in discussions with Jeff Stewart of O'Connell's and Campus Corner, Scott Lambert of NOUN Hotel and Cameron Brewer of The Standard to join the board in FY23. There will be a vote in June.

#### **VisitNorman.com website**

Schemm brought forth the topic of a new website that could be financed by the second EIDL loan that the board approved in May. Using Simpleview to build a site would build on existing technology that VisitNorman has via the CRM and VisitApps products that are currently being used. A Simple site would have a price tag of \$15K to set up and \$15K annual cost with a customized site priced at \$20K and \$30K. He showed sample sites and suggested the simple site with a \$15k/\$15K cost. Green moved to approve that cost with a second by Carol; motion carried.

#### **Visitors Guide 2022-23**

Schemm reported that the visitors guide project has started and it will contain ads this year. Mark Millsap will be selling the ads on VisitNorman's behalf and will be contacting previous advertisers and other hospitality partners soon.

#### **Norman Restaurant Week**

The third annual edition of Norman Restaurant Week will be July 7-18. Meetings will begin May 19.

**Directors Report**

Jon Schallert will return to Norman Aug. 10 for day-long workshop and VisitNorman and the Chamber will partner to present it. Schemm said that along with Scott Martin and Lawrence McKinney, a small group has been meeting for SEC Conference Readiness in Norman; a larger group will be formed as wish lists are finalized. The Sports Commission is waiting on the USPS to sign an agreement with help from Rep. Tom Cole's office. With the BEEP baseball tournament approaching in a year plus an opportunity for the Korn Ferry golf tournament, the need for the commission is becoming more urgent. Schemm also reported that the Downtown BID process is continuing and closing in on being ready to present a proposal.

The meeting adjourned at 1:11 p.m. with motion by Dillingham and a second by Hatter.