

VISIT NORMAN

Board of Directors Meeting: Meeting Minutes
Wednesday, September 21, 2022
424 W. Main St., 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 & Conference Center, Treasurer
- (P) Caitlin Fornier, OU Athletics Community Relations
- (P) Steve Gillis, Norman Youth Soccer Association
- (P) Angelia Green, The Chickasaw Nation
- (P) Helen Green, OU Public Affairs
- (A) Wes Moody, Norman Public Schools
- (A) Jerry M. Hatter, Balfour of Norman
- (A) Mandy Haws, Sooner Bowling
- (P) Helen Grant, 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
- (P) Jeff Stewart
- (P) Cameron Brewer

Call to order

Zaver called the meeting to order at 11:50 a.m.

Minutes

Motion to approve August minutes provided by Brewer, seconded by Stewart.
Passed unanimously.

Financials

Green provided an overview of the financial statements from July. Notable expenses included ~\$7,000 bid fee/sponsorship to American Amateurs and end-of-year bonuses to VN staff; VisitNorman remains in a good cash

position. A motion to approve the financials as reported was provided by Dillingham and seconded by Zaver. Approved unanimously.

Korn Ferry Sponsorship Presentation

Wes Johnson, Marketing & Sponsorship Manager for Compliance Solutions, explained that the Korn Ferry tournament will be held at Jimmie Austin GC for the next five years. The prestigious event will host over 150 golf professionals and will require many sponsors in preparation therefor.

Audit Presentation

Representatives from “dwg, inc.” were present at the meeting to present their report regarding VisitNorman’s audit from FY2020. They noted that programming expenses comprised 82% of VisitNorman’s total budget (which is > 75% goal for non-profits). Advertising was also another major expense—albeit justified given the nature of VisitNorman’s mission. Other findings included positive cash flow (thanks in large part to Covid-related relief and SBA loans).

A motion to accept and approve the audit as presented was provided by Dillingham and seconded by A. Green. Approved unanimously.

TMD Funding Update

Schemm provided an explanation of the proposed budget for the Sports Commission (if/when it is established). These figures were compiled by Brown (VN Sales Manager who will serve as director of the commission).

The NCED accounts for 50% of the vote needed to approve and establish the TMD. In the end, however, the USPS who owns the NCED did *not* sign off on the agreement and therefor the TMD must be abandoned for now. In the meantime, VisitNorman will determine an alternative funding source for the Sports Commission (via an increase in the Transient Guest Tax, for example).

SEC Readiness

Stakeholders and representatives from Norman, including Schemm (VisitNorman) and Martin (Norman Chamber), have and will continue to visit various SEC cities in an effort to observe, research and compare Norman’s current game day weekend offerings with similar destinations in preparation for joining the new conference in the very near future.

Downtown BID

The BID proposal goes to a vote on September 22.

Lake Thunderbird

Schemm reported that VisitNorman is partnering with other stakeholders to hire a consultant to conduct research and explore possibilities (tourism-related) at Lake Thunderbird.

Sales Report

There have been 12 leads sent (1,210 potential room nights) in addition to 13 leads booked (690 room nights) YTD. Other activity included providing servicing/support for the following: Dillard's Client Appreciation Event, Aviation Festival, Fall Fest, Turkey Day 5k and Norman NEXT.

Communications Report

Highlights from this report included the production (and release) of the 2022-2023 Visitors Guide as well as 469 million impressions (compared to 26.9 million in August 2021). Facebook and Instagram impressions were 22,605 and 7,778, respectively.

Adjourned.