

VISIT NORMAN

Board of Directors Meeting
Wednesday, Oct. 19th, 2022
424 W. Main St., 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 & 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
- (P) Jerry M. Hatter, Balfour of Norman
- (P) Mandy Haws, Sooner Bowling
- (P) Helen Grant, City Council
- (P) Carol Dillingham, private attorney
- (P) 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 calls the meeting to order at 11:44 a.m.

Minutes

September minutes passed, motion made by Kovalick and seconded by Gillis.

Financials

Green reports 90k difference from year prior, notes advertising. Schemm touches on EIDL loan rate, and V.N. will tap into reserve fund if needed.

September was elevated V.N. sign came out of the continuing education cost. Dillingham approved financials, with Green second.

Guest Tax

Schemm reports guest tax data comparisons between V.N. and the rest of Oklahoma. Notes Eufaula has 19% tax, with 9% going towards guest tax. Tulsa 8.5% with their TMD, Stillwater recently increased theirs from 4% to 7%. If the city approved a 3% guest tax increase, that would bring taxes to a total of 16% in Norman. SEC comparisons, Tuscaloosa has a 15% Guest tax, Fayetteville has a restaurant tax that pays into the guest tax.

Fall Fest

Mauldin reported that Fall Fest will be downtown from 6-9pm, costumes, trick or treating. Street closure will be from 11am-midnight.

SEC Readiness

Schemm reported that they have been visiting other SEC schools in effort to see what it will take for Norman to be on par with rival schools. Said we need more full-service hotels; says he's met with Champion hotels specifically to address those needs. Says as a part of the SEC Readiness committee they have put together an entertainment committee, to see how we can expand more events, like Fall Fest, Jazz in June, Medieval Fair. Looking at additional ways to entertain our residents as well as our visitors.

Downtown BID

Schemm reported that unfortunately the effort to create a downtown BID has failed.

Norman Calendar

Brickman reports ITI, in no way will this website have V.N or the City's branding attached to it. It's as easy as submitting your event, and once

Brickman approves it, it will be posted on the site. The neat part about the website is it scours the internet looking for any events happening in the Norman area and with approval gets posted.

Website Update

Brickman reported she is in the beginning stages of the website development, and that she is working alongside Simpleview to ensure we have quality website, she anticipates that this could take up to 6 months to see a finished product.

Light Pole Banners

Martin reported that as part of the SEC Readiness campaign, the city, the chamber, OU, and V.N. will be splitting cost to “beautify” the streets with 150 light pole banners. Fournier reported that she is working with OU to help design these banners. Schemm also noted that there is talk of potentially creating a monument, they are working with the city to come up with ideas.

Lake Thunderbird

Schemm reports that there is a new Director of Tourism for the state of Oklahoma, Shelley Zumwall. Dan said he is excited to set up a meeting with her to discuss all things Norman, more specifically Lake Thunderbird as a destination.

Staff Reports;

Sales Mauldin reported it’s been a busy month with events happening in our community, and we are excited to get back to the roots, by securing new groups coming to Norman.

Communications Brickman touched on calendar.com, she boasted that Norman ranked 45 of top 50 places to live. YT metrics are down, Instagram campaign has resulted in more followers.

Videography Smith reported that impressions are up on Instagram, some of those being as a result of paid advertisements, said he looks to integrate Tik Tok with Instagram. Great experience filming Boomer & Sooner. Look for those videos to be rolling out in the coming months.

Adjourned 1:01pm Green motioned, Hall seconded.