

VISIT NORMAN

Board of Directors Meeting
Wednesday, March 13th, 2024
424 W. Main St., Commerce Building

Board Attendance

- (P) Scott Kovalick, Embassy Suites Hotel & Conference Center, Chair
- (P) James Howard, Baked Bear, Past Chair
- (P) Angelia Green, The Chickasaw Nation, Vice Chair
- (P) Cameron Brewer, The Standard, Treasurer
- (A) Gary Armstrong, University of Oklahoma facilities
- (P) Kyle Allison, Sharkey's Cuts for Kids
- (A) Caitlin Fournier, OU Athletics Community Relations
- (P) Steve Gillis, Norman Youth Soccer Association
- (A) Jerry M. Hatter, Balfour of Norman
- (P) Mandy Haws, Sooner Bowling Center
- (P) Amy Million, Norman Arts Council designee
- (P) T.D. O'Hara, Norman Public Schools
- (P) Amanda Prince, Norman Optimist
- (P) Dr. Vytas Ringus, Norman physician
- (A) Jeff Stewart, O'Connell's Irish Pub and Grille
- (A) Amish Zaver, Comfort Inn & Country Suites
- (A) Helen Grant, City Council designee, ex-officio
- (A) Brenda Hall, City of Norman, ex-officio
- (P) Scott Martin, Chamber of Commerce, ex-officio
- (A) Erica Millar, Norman Economic Development Coalition, ex-officio

Call to Order The meeting was called to order at 11:40 a.m.

VisitNorman/Norman Sports
BOARD OF DIRECTORS MEETING AGENDA
Wednesday, April 17, 2024
Commerce Building, 424 W. Main St., 11:30 a.m.

Agenda Items:

- I. Welcome – Scott Kovalick
- II. Minutes – Scott Kovalick
- III. Financials – Cameron Brewer
- IV. FY'25 Budget update – Dan Schemm
- V. Semi-Annual Report – Dan Schemm
- VI. Branding rollout – Stefanie Brickman
- VII. Schooner on Parade – Dan Schemm
- VIII. Place making studies update – Dan Schemm

Reports:

Sales
Sports Commission
Marketing & Communications

Next Meeting Date:

May 15, 2024

Upcoming events*

April 19: The Mark Allen Everett Poetry Series at Jacobson Native Art Center
April 20: 2nd Annual Honks and Horns Car Show at Sooner Mall
April 20: 2024 Spring Sooner Football Game
April 20: Spring Art Show and Pop-Up Market at The Well
April 20: The Brother Brothers featuring Fritz Hutchison at The Depot
April 20: Downtown Norman Ghost Tour
April 21: Earth Day Festival at Reaves Park
April 24: Bowl for Kids Sake at Sooner Bowling Center
April 27: Oklahoma's Largest Knife Show at Cleveland County Fairgrounds
May 4: Norman Parks and Rec Mom Prom
May 4: Tacos and Tequila Bar Crawl
May 5: Tim Grimm Depot Concert
May 10: 2nd Friday Art Walk

2023-24 Annual Event schedule

April 25-27: Norman Music Festival
May 3-5: Norman Pride Weekend
May 18-19: Mayfair Arts Festival at Campus Corner
May 19-25: National Travel and Tourism Week
June 13-15: Jazz in June

The full events calendar is available at [VisitNorman.com/Events](https://www.visitnorman.com/Events) or Download the free VisitNorman app

Approval of Minutes Brewer motioned to approve the minutes from the last meeting. Green seconded the motion.

FY'25 Budget Discussion Schemm provided an overview of the budget approval process and presented the VisitNorman/Norman Sports plan of work for the next fiscal year. The budget, totaling just over 2 million in guest tax revenue, was discussed along with its relationship to the city's fund account. Schemm elaborated on the allocation of funds, including \$1500 for monthly occupancy/daily rates research and \$27,000 for Datafy software and cell phone tracking, with approximately a month delay on information retrieval.

Blaze Brand Presentation Schemm outlined the Request for Proposal (RFP) process that led to selecting Blaze as the company to conduct branding for both VisitNorman and Norman Sports, marking the first logo redesign in approximately 15 years. Jeffri-Lynn from Blaze then presented the branding proposal to the board.

Resume FY'25 Budget Discussion Schemm discussed the allocation of funds for various marketing initiatives, emphasizing the importance of targeting leisure and business travelers. Budget allocations included VisitNorman (40k) and Norman Sports (120k) bid fees, venue enhancement funds, annual tourism luncheon, and Norman Sports Hall of Fame dinner.

Schooner on Parade Schemm announced plans to collaborate with OU on creating a Schooner on Parade fundraising event, with the aim of unveiling the first one by July 1st, 2024, in time for the SEC kickoff party hosted by OU.

Weather Museum Update Schemm highlighted the significance of potential funding from the city council's approval of the GO bond for the proposed new weather museum experience.

Mountain Bike Trail Update Schemm provided an update on the progress towards submitting documents to the B.O.R., noting that additional technical specifications were requested. It was mentioned that there might be an opportunity to utilize 1 million of ARPA funds from the county.

Adjournment Alison motioned to adjourn the meeting, which was approved by Howard. The meeting adjourned at 1:01 p.m.