

**Visit Edmond Tourism Advisory Board
Regular Meeting Minutes
Fairfield Inn & Suites - 301 Meline Drive, Edmond, Oklahoma
12:00 p.m., Tuesday, April 22, 2025**

Present: Dena Jones, Joey Morris, Brandy Penland, Matt Conner, Stacie Peterson, Thomas Fiordelisi, Darin Kent, Stan Wagnon

Staff: Jennifer Thornton, Jodi Fetrow, Mackenzie McDonald, Devyn Dlugokinski

Advisory: Casey Moore

Guests: LeAnna Holman, Roberta Helsley

Absent: Chris Berry, Jennifer Fields

1. Call to Order and Introductions

Chair Dena Jones called the Visit Edmond Tourism Board meeting to order at 12:15 PM, Tuesday, April 22, 2025, at Fairfield Inn & Suites.

A. Fairfield Inn & Suites Welcome - Dena Jones

Dena Jones welcomed the Visit Tourism Board to Fairfield Inn & Suites. Jones noted the potential of a new hotel with a bar and large meeting spaces in the City of Edmond is in the works. Jones welcomed Roberta Helsley to the meeting. Roberta Helsley stated she is an Edmondite and has worked in the hotel industry for decades. Helsley noted she is glad to be welcomed to this meeting.

B. Recognize Stacie Peterson for her service on the Tourism Board since May 2023.

Stacie Peterson was thanked by the Visit Edmond Tourism board for her service. Peterson noted her appreciation for the board, momentum for Route 66 and successful lodging tax increase vote.

C. Recognize Tom Fiordelisi for representing Leadership Edmond since September 2024.

Tom Fiordelisi was thanked by the Visit Edmond Tourism board for his service. Fiordelisi noted his time on the board informed him of many of Edmond's tourism events, promotion and visitor recruitment.

2. Action Items:

A. Consideration of Approval of Meeting Minutes - March 11, 2025.

A motion was made by Penland, second by Conner to approve the March meeting minutes. The motion carried as follows:

Ayes: Penland, Conner, Jones, Morris, Peterson, Kent, Wagnon

Nays: None

B. Consideration of Approval of the Financial Report - April 17, 2025.

A motion was made by Peterson, second by Penland to approve the financial report as of April 17, 2025. The motion carried as follows:

Ayes: Penland, Conner, Jones, Morris, Peterson, Kent, Wagnon

Nays: None

3. Discussion Items:

A. Lodging Tax Revenue & Hotel STR Report - Dena Jones

Dena Jones reviewed the reports with the board. Jones noted Edmond was the second highest in occupancy compared to the other cities on the report. Jones noted Enid has a lot of extended stay business from construction crews, which has been increasing their numbers.

B. Vacation Home STR Report – Brandy Penland

Brandy Penland said that occupancy numbers are up in Edmond. Penland also noted recent changes to Airbnb policies prohibit collecting identification for their guests. This will be reported to state legislators to consider developing a plan for safer hosting procedures.

C. Sales Update – Mackenzie McDonald

Mackenzie McDonald announced her trip to Bentonville, Arkansas shadowing Travel OK was a success. McDonald said the trip taught her more about the role tourism can play at trade shows.

D. Route 66 Update – Stacie Peterson

Stacie Peterson announced the opportunity to volunteer and help spread the word about Midpoint Corridor's Route 66 Road Rally is coming up. Peterson also noted the created of an Edmond Route 66 passport like the Oklahoma Route 66 one is underway, which will be designed by a UCO student. The Edmond centennial logos were shown and agreed to be a great way to symbolize Edmond's part in Route 66. Peterson also announced the territorial schoolhouse plans to remain open for longer hours in 2026 for Route 66's centennial.

E. Sports Tourism Update – Stan Wagnon

Stan Wagnon announced an Arkansas women's golf team will compete in Edmond against UCO. Wagnon said the many other regional teams that will come to Edmond, which aids tourism and UCO sports.

**F. Sponsorship Requests – Jodi Fetrow
- Dam Race May 18 - \$1,500**

Jodi Fetrow described each sponsorship requests' benefits. Fetrow noted the Dam Race brings in 150 riders and 150 spectators who utilize Edmond hotels, contributing to our lodging tax because we provide discounted room rates as a part of the sponsorship.

- Contract Bridge League (ACBL) Regional Tournament May 19-24 - \$1,000

Bridge players from across the region will attend this tournament, while staying in Edmond.

- Cinch World Championship Junior Rodeo July 22-26 - \$5,000

Fetrow noted the popularity of this event and Edmond's benefits such as commercials and online ad placements.

- MiracleCon Gaming Convention August 23 - \$1,000

Fetrow explained Mirclecon benefits the Children's Health Foundation and is a growing gaming convention.

4. Director's Report.

Recap April 14 Route 66 Day, April 15 Hospitality Day & April 21 Edmond Day at the Capitol

All days at the Capitol were successful. The Visit Edmond staff, board members and Edmondites worked to inform Oklahomans of the ongoing in the City of Edmond.

Wayfinding Signage Update

There is a delegation working to locate utilities to avoid any issues in the installation of the signage.

Datafy Tourism Economic Impact Software

The Datafy team assisting Visit Edmond in their creation of an Edmond dashboard of analytics will take 6 weeks to complete it.

Plans for National Travel & Tourism Week May 4-10

A giveaway exclusive to Visit Edmond's newsletter including donated prizes for the winner to enjoy an Edmond getaway and gifts to be delivered to Edmond hotels and a handful of vacation homes.

May 21 Oklahoma Golf Trail Kickoff @ KickingBird Golf

KickingBird Golf will host the Oklahoma Golf Trail Kickoff on May 21. Lt. Governor and Oklahoma Golf Trail Commission Chair, Shelia Dills, will emcee the event. Invitees will include all participating OKGT golf courses and their leadership/staff, legislator, local media, golf industry media and influencers, etc.

June 24 Tourism Conference & Red Bud Awards in Norman

Jennifer Thornton announced TPAC, the Tourism Promotion Advisory Committee, will start again and she will be on the committee. This committee will help unite the leaders in tourism across our state to better prepare for the coming 2028 Olympics, 2026 Route 66 Centennial and the 2026 FIFA World Cup. Thornton also announced City Councilwoman Maggie Murdock Nichols will be joining the Visit Edmond Tourism Advisory Board to replace City Councilwoman Stacie Peterson.

A. Future Meeting Locations:

May 20 - Edmond Conference Center

June 17 - Venue 102

July 15 - Edmond History Museum

5. Adjournment.

A motion was made by Peterson, second by Penland to approve the adjournment of this meeting at 1:25 PM. The motion carried as follows:

Ayes: Penland, Conner, Jones, Morris, Peterson, Kent, Wagnon

Nays: None