Visit Edmond Tourism Advisory Board
Meeting Minutes
City Hall Min Conference Room B – 22 E Main Street, Edmond OK 73034
12:00 p.m., Tuesday, January 20, 2026

Present: Brandy Penland, Matt Conner, Stan Wagnon, Joey Morris, Maggie Murdock Nichols, Robert Black, Stacie Peterson, Chris Berry, Bennett Wolf

Staff: Jennifer Thornton, Jodi Fetrow, Mackenzie McDonald, Casey Clair

Advisory: Casey Moore

Guests: Mike Osborn, Marian Free, Bruce Smith, Mike Knopp, Jeffrey Pollack, Elizabeth Laurent, Cinda Covel, Leanna Holman, Citizen

Absent: Jennifer Fields, Justin Smith

1. Call to Order & Introductions – Stan Wagnon

Stan Wagnon called the meeting to order at 12:15 p.m.

A. Welcome – New Board Member, Staff Member, and Guests

- New board member – Stacie Peterson, Paragon Homes & Remodeling (Representing Edmond Chamber of Commerce)
- New Visit Edmond Digital Communications Coordinator, Casey Clair

Stan Wagnon welcomed the new board member, the new Visit Edmond team member, and all the guests. The group introduced themselves to everyone.

2. Action Items:

A. Consideration of Approval of Meeting Minutes – Oct. 21, 2025

A motion was made by Maggie Murdock Nichols, second by Robert Black to approve the meeting minutes as of October 21, 2025. The motion carried as follows:

Ayes: Penland, Conner, Wagnon, Peterson, Murdock Nichols, Morris, Berry, Black

Nays: None

B. Consideration of Approval of Meeting Minutes – Nov. 18, 2025

A motion was made by Maggie Murdock Nichols, second by Chris Berry to approve the minutes as of November 18, 2025. The motion carried as follows:

Ayes: Penland, Conner, Wagnon, Peterson, Murdock Nichols, Morris, Berry, Black

Nays: None

C. Consideration of Approval of Financial Report – Jan. 12, 2026

A motion was made by Stacie Peterson, second by Matt Conner to approve the financial report as of January 12, 2026. The motion carried as follows:

Ayes: Penland, Conner, Wagnon, Peterson, Murdock Nichols, Morris, Berry, Black

Nays: None

D. Discussion and Approval of Vice Chair of Visit Edmond Tourism Advisory Board – Jennifer Thornton

A nomination for Chris Berry was made by Stan Wagnon for Vice Chair. Chris Berry accepted the nomination. A motion was made by Stan Wagnon, second by Stacie Peterson to approve Chris Berry as the new Vice Chair. The motion carried as follows:

Ayes: Penland, Conner, Wagnon, Peterson, Murdock Nichols, Morris, Berry, Black

Nays: None

E. Discussion and Approval of $10,000 sponsorship for America 250 Edmond Celebration Events Sponsorship on April 3-4, May 14-17 and Nov 22 – Deric Duncan

Deric Duncan was unable to attend, so a motion was needed to continue the discussion at the next meeting. A motion was made by Maggie Murdock Nichols, second by Chris Berry to continue the item on the next agenda. The motion carried as follows:

Ayes: Penland, Conner, Wagnon, Peterson, Murdock Nichols, Morris, Berry, Black

Nays: None

F. Discussion and Approval of $15,000 Cycle 66 on Oct 4 Marketing Sponsorship – Mike Osburn and Marian Free

Mike Osburn and Marian Free presented an overview of the upcoming event and requested continued marketing sponsorship. Event performance metrics from the previous year were shared, highlighting strong participation, high satisfaction scores, and positive local economic engagement. The YMCA was announced as the primary charitable beneficiary, supporting a new bicycle rental and trail activation program, with continued support for the Oklahoma Route 66 Association. A motion was made by Maggie Murdock Nichols, second by Robert Black to approve the $15,000 Cycle 66 marketing sponsorship. The motion carried as follows:

Ayes: Conner, Wagnon, Peterson, Murdock Nichols, Morris, Berry, Black

Abstained: Penland

Nays: None

3. Discussion Items:

A. Lodging Tax – Jennifer Thorton

Jennifer Thornton reported on the latest lodging tax numbers. Thornton noted that there was a decline in revenues compared to the previous month, reflecting a typical seasonal decline. However, the lodging tax fund balance remains strong, providing capacity to support significant initiatives when appropriate opportunities are presented.

B. Hotel STR Report – Mackenzie McDonald

Mackenzie McDonald reported on the November STR report concluding the current month (November 2025) compared to same month last year is pacing down in occupancy and RevPar, but year-to-date performance remains positive and continues to increase overall, with local occupancy still outperforming other comparable Oklahoma markets.

C. Vacation Home STR Report - Brandy Penland

Brandy Penland reported that STR performance reflects typical seasonal patterns, with January and February remaining the slowest months and occupancy historically low. ADR declined as expected, in part due to newer hosts lowering prices in slower periods. Overall, despite minor seasonal dips, occupancy and rates were viewed as encouraging, with the market remaining stable alongside the city's 13 hotels and continued lodging tax collection on full rental charges.

D. Sponsorship Request – Jodi Fetrow

The board agreed to review item D independently as provided in the meeting packet, including a sponsorship request for Dam Zombies Endurance Race at Arcadia Lake on February 21, 2026, with confirmation that this approach was acceptable.

E. Post-Event Evaluations – Jodi Fetrow

The board agreed to review item E independently as provided in the meeting packet, including post-event evaluation reports from recent sponsored events, with confirmation that this approach was acceptable.

F. Beach Sprint Rowing at Arcadia Lake Discussion – Bruce Smith (US Rowing & Beach Sprints Rowing), Mike Knopp (RIVERSPORT America) & Jeffrey Pollack (Beach Sprint Rowing)

Bruce Smith, Mike Knopp and Jeffrey Pollack presented a proposal to launch the nation's first Beach Sprint Rowing Festival in Edmond, leveraging Arcadia Lake, Route 66, and the momentum of Oklahoma's role in the LA 2028 Olympics. The vision includes an elite and amateur competition paired with a broader beach-style festival, with long-term goals of building a recurring event and establishing Edmond as a hub for this emerging sport. The proposal requests approximately $250,000 in combined cash and in-kind support from Edmond partners, including a potential $100,000 contribution from Visit Edmond. The organization would manage event production, athlete participation, sponsorship sales, and national media exposure, while Edmond's role would focus on partnership, location support, and destination marketing. Board members expressed enthusiasm about the event's innovation, Olympic alignment, and long-term economic and community impact, while also discussing financial mechanisms, risk mitigation, and return on investment.

4. Director's Report – Jennifer Thornton

Jennifer Thorton reported on the design of a Route 66 shield that City Council approved for placement at Fink Park, noting that Edmond will receive one of 55 shields statewide. A draft design was shared, featuring several local elements, though some aspects may be revised based on feedback. Board members were invited to review the design in their packets and provide input on potential changes to ensure the shield appropriately reflects Edmond's identity before the final version is approved.

5. Future Meeting Locations

- February 17 – Edmond Conference Center
- March 24 – The Old Icehouse
- April 21 – Holiday Inn Express

6. Citizens Comments.

None.

7. Comments from the Visit Edmond Tourism Advisory Board Chair and Members.

None.

8. Adjournment.

A motion to adjourn was made by Robert Black, second by Brandy Penland at 1:36pm. The motion carried as follows:

Ayes: Penland, Conner, Wagnon, Peterson, Murdock Nichols, Morris, Berry, Black

Nays: None