

Visit Edmond Tourism Advisory Board
Meeting Minutes
Edmond Conference Center, Room 2, 2833 Conference Dr, Edmond OK 73034
12:00 p.m., Tuesday, February 17, 2026

Present: Matt Conner, Stan Wagon, Joey Morris, Maggie Murdock Nichols, Robert Black, Chris Berry, Justin Smith, Jennifer Fields

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

Advisory: Casey Moore

Guests: Sherri Banister, Gabby Trad, Lexi Banister, Mike Knopp, Jeffrey Pollack, Conor McGill, Cinda Covel, Leanna Holman, Faithanna Olsson, Taylor Wilson

Absent: Bennett Wolff, Stacie Peterson, Brandy Penland

1. Call to Order & Introductions – Stan Wagon

Stan Wagon called the meeting to order at 12:20 p.m.

A. Welcome guests

Stan Wagon welcomed all the guests. The group introduced themselves to everyone and shared one good thing.

B. Welcome to Edmond Conference Center – Gabby Trad, CHA, President of Partners in Hospitality

Gabby Trad welcomed everyone and gave a brief introduction of the Edmond Conference Center, which is in its eighth year of operation – opened in early 2018.

C. Edmond Conference Center 2025 Results – Gabby Trad, CHA, President of Partners in Hospitality

Gabby Trad reported on 2025 performance. Hotel occupancy was down 2% city wide vs 2024, but rates were up 2.5%, outperforming similar markets in surrounding states. The hotel welcomed approximately 100,000 guests, a 5% increase year-over-year. Out of those guests, 28% were groups or conventions. The conference center hosted over 500 events and had over 42,000 attendees, 20% of those events being new to market. Hilton received the top 1% performance award for the fourth consecutive year, and 2026 forecasts show at least a 2% increase in occupancy and average daily rates.

2. Action Items:

A. Consideration of Approval of Meeting Minutes – Jan. 20, 2026

A motion was made by Chris Berry, second by Robert Black to approve the meeting minutes as of January 20, 2026. The motion carried as follows:

Ayes: Smith, Conner, Fields, Wagnon, Murdock Nichols, Morris, Berry, Black

Nays: None

B. Consideration of Approval of Financial Report – Feb. 12, 2026

A motion was made by Maggie Murdock Nichols, second by Jennifer Fields to approve the financial report as of February 12, 2026. The motion carried as follows:

Ayes: Smith, Conner, Fields, Wagnon, Murdock Nichols, Morris, Berry, Black

Nays: None

C. Discussion and Consideration of Route 66 Beach Sprint Festival @ Arcadia Lake Marketing and Event Sponsorships – Jeffrey Pollack, Conor McGill, Mike Knopp

The event will showcase Beach Sprint Rowing, a new Olympic discipline set to debut at the Los Angeles 2028 Games. Organizers anticipate approximately 1,500 spectators, with an estimated 80% local attendance and 20% out-of-town visitors. It will feature a run-row-run format designed to create a high-energy, festival-style atmosphere. Participation by members of the US Rowing national team is likely. The event requires minimal infrastructure and emphasizes sustainable setup. Conservative projections indicate a positive economic impact for the area. The festival will also align with and integrate into the America 250 initiative.

A motion was made by Robert Black, second by Chris Berry, to approve the \$50,000 marketing sponsorship this fiscal year. The motion carried as follows:

Ayes: Smith, Conner, Fields, Wagnon, Murdock Nichols, Morris, Berry, Black

Nays: None

A motion was made by Chris Berry, second by Matt Conner, to approve the \$50,000 event sponsorship next fiscal year. The motion carried as follows:

Ayes: Smith, Conner, Fields, Wagnon, Murdock Nichols, Morris, Berry, Black

Nays: None

3. Discussion Items:

A. Lodging Tax – Jennifer Thorton

Jennifer Thornton reported on the latest lodging tax numbers. Thornton noted that revenues seem to be over the seasonal decline and holding steady. Lodging tax fund balance remains strong at 1.2 million, providing capacity to support significant initiatives when new opportunities are presented.

B. Hotel and Vacation Home STR Reports – Mackenzie McDonald

Mackenzie McDonald presented the December STR report, noting that occupancy for December 2025 was slightly lower than the same month last year. However, both Average Daily Rate (ADR) and Revenue per Available Room (RevPAR) showed positive growth, reflecting continued strength in pricing and overall revenue performance despite the slight dip in occupancy.

She also reviewed February vacation home STR performance. While occupancy declined compared to the previous month, it remained consistent with the same month last year, reflecting a typical seasonal decline. Encouragingly, ADR increased month over month, signaling sustained demand and pricing power. Overall, the performance indicators remain positive and point to continued stability in the market.

C. Sponsorship Requests – Jodi Fetrow

Jodi presented a \$5,000 marketing sponsorship opportunity for the Midpoint Corridor 100 Greatest Miles Road Rally on June 6. She explained that last year's sponsorship proved highly beneficial to the event, generating meaningful exposure and creating a positive economic impact for surrounding businesses. Given its demonstrated value and community reach, the sponsorship was considered a worthwhile investment again this year.

She also outlined a \$7,500 sponsorship request for the Oklahoma Fire Chiefs Association Annual Conference in April 2027. The two-day conference is expected to draw more than 250 attendees, along with guests and spouses, with additional activities scheduled in advance of the main event. With the anticipated attendance and extended programming contributing to local lodging, dining, and retail activity, the event is projected to deliver a significant economic impact, making the sponsorship a strong and strategic opportunity.

An update was provided regarding America 250. The previously anticipated events will not be taking place due to sponsorship changes.

D. Post-Event Evaluations – Jodi Fetrow

The OSSAA State Championships, which received a \$3,500 sponsorship, brought more than 40,000 attendees to Edmond. Economic impact data is currently being compiled in partnership with Datafy and Jennifer Springer of EEGA, with results to be presented later.

The Skip Wagon and Grace Shin Invitational, supported with \$3,500, were reported as successful events. Mayor Nash provided a welcome letter to participants, and the tournaments received strong visibility with signage at KickingBird Golf Club.

4. Director's Report – Jennifer Thornton

Jennifer shared updates on the upcoming March Momentum event, where local hotel and vacation rental partners will meet new City Manager AJ Krieger and hear from event organizers bringing new events in 2026. She also discussed plans for an upcoming two-hour strategic planning session, including a pre-meeting survey and proposed dates, and requested board feedback on availability. She then presented the new "Wander" Route 66 marketing campaign launched on February 15, which includes a 30-second promotional video, digital and social media advertising, and a five-billboard teaser campaign along Route 66 designed to build anticipation and drive visitation to Edmond.

5. Future Meeting Locations

- March 24 – The Old Icehouse
- April 21 – Holiday Inn Express
- May 19 – Frenzy Brewing Co.

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 Chris Berry, second by Robert Black at 1:35pm. The motion carried as follows:

Ayes: Smith, Conner, Fields, Wagon, Murdock Nichols, Morris, Berry, Black

Nays: None



Stan Wagon, Board Chair