

**Visit Edmond Tourism Advisory Board**  
**Meeting Minutes**  
**The Old Icehouse, 101 W 2<sup>nd</sup> Street, Edmond OK 73034**  
**12:00 p.m., Tuesday, March 24, 2026**

**Present:** Matt Conner, Stan Wagon, Maggie Murdock Nichols, Robert Black, Jennifer Fields, Stacie Peterson, Bennett Wolff, Brandy Penland

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

Advisory: Casey Moore

Guests: Cinda Covell, Taylor Wilson, Ryin Jones, Brenda Granger, Leanna Holman

**Absent:** Joey Morris, Chris Berry

**1. Call to Order – Stan Wagon**

Stan Wagon called the meeting to order at 12:18 p.m.

**A. Introductions – Stan Wagon**

Stan Wagon welcomed all the guests. Everyone in attendance introduced themselves and shared one good thing.

**B. Welcome to The Old Icehouse – Ryin Jones, Owner**

Ryin Jones welcomed everyone and spoke about the origins of The Old Icehouse and the restorations that took place. The venue hosts regular shows, extending to several events per week in the summer, including a music fest in June. Ryin expressed appreciation for residents who value the building's preservation and noted his involvement in other local properties including Round Midnight, The Stables Event Center and Trainhopper Deli.

**2. Action Items:**

**A. Consideration of Approval of Meeting Minutes – Feb. 17, 2026**

A motion was made by Robert Black, second by Jennifer Fields to approve the meeting minutes as of February 17, 2026. The motion carried as follows:

Ayes: Conner, Wagon, Murdock Nichols, Black, Smith, Fields, Peterson, Penland

Nays: None

## **B. Consideration of Approval of Financial Report – March 19, 2026**

A motion was made by Matt Conner, second by Robert Black to approve the financial report as of March 19, 2026. The motion carried as follows:

Ayes: Conner, Wagnon, Murdock Nichols, Black, Smith, Fields, Peterson, Penland

Nays: None

## **C. Discussion and Approval of \$10,000 sponsorship for Oklahoma Museum Conference on September 16-18 – Brenda Granger, Executive Director of Oklahoma Museums Association**

Brenda spoke about The Oklahoma Museums Association and the annual statewide conference coming to Edmond on September 16–18, drawing roughly 200 museum professionals from across Oklahoma’s 523 museums. With attendees staying at local hotels, shopping, dining, and participating in tours, the event is expected to generate an estimated economic impact of \$69,000–\$77,000 for the community. The organization is requesting a \$10,000 sponsorship to help support the conference and its activities.

A motion was made by Robert Black, second by Maggie Murdock Nichols to approve the \$10,000 sponsorship for Oklahoma Museum Conference. The motion carried as follows:

Ayes: Conner, Wagnon, Murdock Nichols, Black, Smith, Fields, Peterson, Penland

Nays: None

## **3. Discussion Items:**

### **A. Lodging Tax and FY27 Budget – Jennifer Thorton**

Jennifer reported that lodging tax collections began rising noticeably in December FY24, and current projections show Visit Edmond ending the year around \$1.38 million in revenue. For next fiscal year, revenue is budgeted at \$1.575 million, supported by expected increases from new Airbnb’s related to the U.S. Senior Open and a new Hilton hotel opening in 2027. Visit Edmond continues balancing spending with actual revenue, maintaining reserves and adjusting as needed throughout the year.

### **B. Vacation Home STR Report and Legislative Update – Brandy Penland**

Brandy reported that short-term rentals in Edmond have increased to 170, the highest on record. While this number isn’t yet concerning, it is approaching levels that may eventually prompt broader policy conversations. Occupancy in March was 20% with an average daily

rate of \$218. Ongoing state legislation aims to improve guest ID verification requirements on platforms like Airbnb and VRBO, which currently do not reliably collect or validate IDs. Local leaders are monitoring growth carefully, as reaching around 2% of total homes could signal when more formal registration or regulatory measures may be needed

### **C. Hotel STR Report – Mackenzie McDonald**

Mackenzie reported that the current month compared to last year saw a 10% increase in occupancy, a 1.9% increase in ADR and 12% increase in RevPAR. Year-to-date shows a 2.2% increase in occupancy, slight decrease in ADR by 1% and 1.2% increase in RevPAR.

### **D. Edmond Center Court 2026 Partnership Update – Mackenzie McDonald**

Mackenzie reported that billing errors, poor communication, and inconsistent rate handling from several Edmond hotels resulted in teams being diverted to Oklahoma City for more reliable rates and room blocks. Despite issuing an RFP to multiple properties, only one hotel submitted a timely bid, leading the organizer to secure roughly 1,210 room nights in Oklahoma City instead of Edmond, representing a significant loss of potential lodging and sales-tax revenue. Limited hotel inventory, slow response times, and reluctance to offer competitive group rates continue to challenge Edmond's ability to capture tournament business, prompting plans for earlier outreach, stronger follow-up, and added visitor tools such as shopping and dining landing pages to retain economic impact.

### **E. Sponsorship Requests – Jodi Fetrow**

Jodi reported on three sponsorship requests. The Endeavor Games (June 11–14) at UCO will bring 1,300 athletes and visitors to Edmond, with 79% traveling from outside the area and staying in local hotels. Their request increases from \$5,000 to \$7,000 to support expanded off-campus events such as the welcome party at Arctic Edge and an athletes' celebration planned for Pelican Bay. The American Contract Bridge League at Hilton Garden Inn and Edmond Conference Center expects 200 participants and requests a \$1,500 sponsorship, reflecting strong spending potential from returning attendees. Downtown Edmond Arts Festival seeks a \$1,000 marketing sponsorship, which will support T-shirt branding, boosted posts, and promotional video placement to drive both local and visitor turnout.

## **4. Director's Report – Jennifer Thornton**

Jennifer reported that Visit Edmond has expanded its advertising opportunities with new options including a monthly email newsletter and a printed city map, alongside refreshed website itineraries that guide visitors through activities like brunch, shopping, and weekend plans. A new Route 66 microsite is driving significantly higher engagement by showcasing

events, attractions, and resources. Data from Datafy shows that visitors account for 20% of Edmond's total spending, contributing about \$200 million of the city's \$1 billion overall economic activity, and Visit Edmond supported 63 groups last year through sponsorships and services. Upcoming visibility projects include the updated Route 66 art shield installation at Fink Park and the Arts Festival T-shirt design. The team is also preparing for the March 31 Tourism Board impact session, which will use voice-style profiles to strengthen communication and decision-making.

## **5. Future Meeting Locations**

### **A. Discussion to move Tuesday, April 21 Tourism Board Meeting to Monday, April 20**

Jennifer proposed moving the April 21 meeting to April 20. Only one board member was known to be unavailable, and Jennifer noted she would confirm that a quorum could still be met.

### **B. Discussion to move Tuesday, June 16 Tourism Board Meeting to Monday, June 15**

Jennifer proposed moving the June 16 meeting to June 15. Only one board member was known to be unavailable, and Jennifer noted she would confirm that a quorum could still be met.

- April 20 – Holiday Inn Express
- May 19 – Frenzy Brewing Co.
- June 15 – Fairfield Inn & Suites

## **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 Stacie Peterson, second by Maggie Murdock Nichols at 1:35pm. The motion carried as follows:

Ayes: Conner, Wagnon, Murdock Nichols, Black, Smith, Fields, Peterson, Penland

Nays: None



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Stan Wagnon, Board Chair