

Visit Edmond Tourism Advisory Board
Meeting Minutes
Holiday Inn Express & Suites, 3840 E 2nd Street, Edmond, OK
12:00 p.m., Monday, April 20, 2026

Present: Matt Conner, Stan Wagon, Chris Berry, Robert Black, Stacie Peterson, Brandy Penland

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

Advisory: Casey Moore

Guests: Cinda Covell, Taylor Wilson, David Walkup, Leanna Holman

Absent: Joey Morris, Justin Fields, Jennifer Fields, Maggie Murdock Nichols, Bennett Wolff

1. Call to Order and Introductions – Stan Wagon

Stan Wagon called the meeting to order at 12:20 p.m. Everyone introduced themselves and shared one good thing.

A. Welcome to Holiday Inn Express & Suites – David Walkup, Director of Sales & Marketing

David reported that the hotel completed recent renovations, including updated artwork, lobby, meeting spaces, and guest rooms. The meeting room now offers an improved design, built-in ceiling projector, and flexible configurations from 1,200 sq. ft. to two smaller rooms. David thanked the board for giving the hotel the opportunity to host the event and offered tours and future assistance. He will work with Cinda Covell, public art director, on an Edmond mural at the entrance.

2. Action Items:

A. Consideration of Approval of Meeting Minutes – March 24, 2026

A motion was made by Stacie Peterson, second by Brandy Penland to approve the meeting minutes as of March 24, 2026. The motion carried as follows:

Ayes: Conner, Wagon, Berry, Black, Peterson, Penland

Nays: None

B. Consideration of Approval of Financial Report – April 16, 2026

A motion was made by Brandy Penland, second by Chris Berry to approve the financial report as of April 16, 2026. The motion carried as follows:

Ayes: Conner, Wagon, Berry, Black, Peterson, Penland

Nays: None

3. Discussion Items:

A. Lodging Tax – Jennifer Thorton

Jennifer reported that the lodging tax revenue fluctuated from \$102,000 to \$85,000 during a typically slow February, but expectations remain positive. She explained the meaning of “total after fees” - the Oklahoma Tax Commission collects taxes, forwards funds to the city, pursues unpaid accounts, and collects Airbnb/VRBO taxes, so their small monthly fee is considered highly worthwhile. No further questions were raised.

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

Brandy reported that short-term rentals increased to 174, with growth expected due to Edmond’s lack of regulations. April occupancy rose to 30% with an average daily rate at \$226, but she explained that it is realistically near \$100 before cleaning fees are factored in. She met with legislators and platform representatives to discuss verification and safety concerns. The bill will be revisited next session with potential language updates.

C. Hotel STR Report – Mackenzie McDonald

Mackenzie reported that March hotel performance improved across occupancy, ADR, and RevPAR, ending at 72% occupancy, \$93 ADR, and \$68 RevPAR—stronger than peer cities. Year-to-date figures also increased. Other cities saw boosts from major events like MMA fights and sports tournaments. April’s report is expected to reflect strong demand from the “Boys from Oklahoma” event.

D. Sponsorship Requests – Jodi Fetrow

Jodi reviewed several upcoming sponsorship requests. She recommended a \$5,000 marketing sponsorship for the Route 66 Road Festival, which aligns with multiple same day events expected to increase overnight stays. A new \$1,000 sponsorship opportunity for the Marlin Oil Golf Classic was presented to reach a new audience and include Visit Edmond materials in swag bags. Additional sponsorships included \$2,200 for a Route 66 concert tied to Cycle 66 and a \$6,600 swag sponsorship for the Route 66 Centennial Gala. She also discussed CRM system challenges in tracking multiyear commitments and clarified budget allocations for fiscal years 25–26 and 26–27.

4. Director’s Report – Jennifer Thornton

Jennifer shared updates including the Beach Sprint Rowing event’s new certification as an America 250 event, with organizers presenting at the Capitol and holding monthly planning meetings. They are seeking major sponsors and offering a May 5 preview event featuring boats and branding concepts. Additional Route 66 events were outlined, including a statewide minitour, Edmond Road Rallies, Blue Hippo Festival, and a June 18 national caravan cruise through Edmond. She shared the final Route 66 shield artwork and upcoming installations. The board discussed aligning future investments with the city master plan, hotel capacity needs, and potential boutique hotel feasibility work. A separate June planning session will be scheduled.

5. Future Meeting Locations

- May 19 – Frenzy Brewing Co.
- June 15 – Fairfield Inn & Suites
- July 14 – Oak Tree Country Club

6. Citizens Comments.

Taylor Wilson wanted to know what the strategy is for the budget reserves. The board discussed using strategic planning meetings to decide the best use for the reserves.

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 Chris Berry at 1:24pm. The motion carried as follows:

Ayes: Conner, Wagnon, Berry, Black, Peterson, Penland

Nays: None



Stan Wagnon, Board Chair