

Visit Edmond Tourism Advisory Board
Meeting Minutes
Frenzy Brewing Company, 15 S Broadway, Edmond, OK
12:00 p.m. – 1:30 p.m., Tuesday, May 19, 2026

Present: Matt Conner, Stan Wagon, Robert Black, Stacie Peterson, Brandy Penland, Joey Morris, Maggie Murdock Nichols, Justin Smith, Jennifer Fields

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

Advisory: Casey Moore

Guests: Cinda Covell, Taylor Wilson, Marion Hutchison, DeShawn Heusel

Absent: Chris Berry, Bennett Wolff

1. Call to Order and Introductions – Stan Wagon

Stan Wagon called the meeting to order at 12:15 p.m. Everyone introduced themselves and shared one good thing.

A. Recognize Justin Smith for serving as our Leadership Edmond representative

The board recognized and thanked Justin Smith for his time serving on the board as the Leadership Edmond representative and wished him well in his future endeavors.

B. Welcome to Frenzy Brewing Company – Matt Conner, Owner

Matt shared that Frenzy is nearing its six-year anniversary after a challenging start during COVID. They have new products coming soon, including a limited release called Liberty Lager for a collaboration with LibertyFest that is still in production. Frenzy is appreciated as a strong addition to the community, with their brews well received at local events.

C. Overview of regional transit efforts relating to visitor access, major events, and destination connectivity within Edmond – Marion Hutchison and DeShawn Heusel – ONE Transit

Marion and Deshaun from ONE Transit explained plans for a regional transportation system serving Edmond and surrounding cities. ONE (stands for OKC, Norman & Edmond) Transit is an independent agency focused on planning and building regional transit to reduce congestion, support economic growth, and improve mobility. They highlight benefits seen in cities like Salt Lake City and Fort Worth, including safety, ease of use, and major economic development around transit stations. Edmond's proposed line would connect downtown to northern areas with park and ride options, expanded bus systems, and future connections to larger regional networks. A ballot vote is expected once all participating cities align.

2. Action Items:

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

A motion was made by Brandy Penland, second by Robert Black to approve the meeting minutes as of April 20, 2026. The motion carried as follows:

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

Nays: None

B. Consideration of Approval of Financial Report – May 15, 2026

A motion was made by Stacie Peterson, second by Matt Conner to approve the financial report as of May 15, 2026. The motion carried as follows:

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

Nays: None

3. Discussion Items:

A. Lodging Tax – Jennifer Thorton

Jennifer explained that the lodging tax report shows a strong year, with only two months of data still pending. Revenues remain high, supported by key partners like local hotels. Some consolidation of past years' data will occur July 1, but current trends are clear and positive. The group agreed that the reporting format is working well.

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

Brandy reported that short-term rentals continue to rise, reaching 179 properties, approaching a threshold where home prices and long-term rentals may be affected. Professional hosts are expanding in Edmond, and the city still has no regulations. Legislative efforts to address STR issues stalled this session. Discussions with lobbyists have not progressed, but work will continue after the election cycle.

C. Hotel STR Report and Group Sales Update – Mackenzie McDonald

Mackenzie reported that April performance showed growth, with Edmond continuing to outpace peer Oklahoma cities. Research revealed a potential lead: the Kiwanis sponsored leadership education development (LED) conference for high school students, which could bring 200–400 room nights. Year-to-date occupancy, ADR, and RevPAR are all up. Sales updates included new city maps, hotel outreach, and support for a boutique hotel proposal using three years of trend data. Home2 Suites reported a steady 90% occupancy, and a new Tru by Hilton hotel is progressing toward opening, which is expected to boost revenue.

D. Sponsorship Requests – Jodi Fetrow

Jodi reviewed several sponsorship requests. A \$5,000 request supports a new Route 66 mural planned for the southeast corner of Main and Broadway, timed for the July 18 statewide Route 66 mural unveiling during Heard on Hurd festival. The design isn't final, and acceptance depends on a review by the Edmond Visual Arts Commission. The project is privately driven, intended as the first step toward a future recurring mural festival. Additional updates include an upcoming 2027 music therapy conference seeking \$2,000 in sponsorship, which will bring around 325 participants mostly

from out-of-state. Also, a \$8,200 marketing request from OSSAA for statewide sports promotion featuring Visit Edmond on social media, visitor guides, website, and more throughout the year.

E. Sponsorship Post Event Evaluation – Jodi Fetrow

Jodi reported that Turkey Trot 2025 saw strong growth with 3,500 registered participants and over 4,000 people downtown. Engagement improved thanks to a Visit Edmond table near 2nd Street during packet pickup, helping promote holiday events and future visits. The partnership was successful, and planning is underway for next year's event and beer collaboration.

4. Director's Report – Jennifer Thornton

Jennifer discussed the tragic incident at Arcadia Lake and that the city is reviewing safety processes and discussing improvements with city council. A successful Route 66 Beach Festival event could generate funds to help with the Arcadia Lake Master Plan. The city has applied for the Quality Events Act, potentially providing up to \$250,000 to go towards Arcadia Lake. Jennifer also reported that the Route 66 advertising campaign performed strongly, delivering high engagement, strong ROI, and increased visitation from Dallas and Tulsa.

5. Future Meeting Locations

- June 15 – Fairfield Inn & Suites
- July 14 – Oak Tree Country Club
- August 18 – University of Central Oklahoma

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 Jennifer Fields, second by Stacie Peterson at 1:29pm. The motion carried as follows:

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

Nays: None

A handwritten signature in cursive script, reading "Chris Berry", written in black ink. The signature is fluid and stylized, with a long, sweeping underline that extends to the right.

Chris Berry, Vice Chair