

**Visit Edmond Tourism Advisory Board
Meeting Minutes
Fairfield Inn & Suites, 301 Meline Drive, Edmond, OK
12:00 p.m. – 1:30 p.m., Monday, June 15, 2026**

Present: Chris Berry, Matt Conner, Robert Black, Stacie Peterson, Brandy Penland, Joey Morris, Jennifer Fields

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

Advisory: Casey Moore

Guests: Cinda Covell, Leana Holman, Jill Castilla, Sanya Kauffman, Sheri Banister, Lexi Banister, Dena Jones

Absent: Stan Wagnon, Maggie Murdock Nichols, Bennett Wolff

1. Call to Order and Introductions – Chris Berry

Chris Berry called the meeting to order at 12:07 p.m. Everyone introduced themselves and shared one good thing.

A. Welcome to Fairfield Inn & Suites - Dena Jones

Dena welcomed Tourism leaders and featured three hotel properties off I-35 and 2nd Street, including Fairfield, Hampton, and LaQuinta.

2. Action Items:

A. Sponsorship presentation for Guinness World Record for most root beer floats served at August 15, 2026 Heard on Hurd Festival - Jill Castilla, President of Citizens Bank of Edmond

Jill Castillo, representing Citizens Bank, presented a sponsorship request of \$25,000 in connection with the August 15th Heard on Hurd event. She reported that monthly attendance ranges from the mid-teens up to 50,000 depending on weather. August and September/October are typically very strong. The Guinness World Record opportunity is inspired by the Route 66 Centennial, America 250, and Citizens Bank's 125th anniversary coinciding this year.

During the discussion several local business owners said that without the Street festival for 13 years in Edmond they would not be in business

A motion was made by Robert Black, second by Stacie Peterson to approve the sponsorship for the Guinness World Record for most root beer floats served at August 15, 2026 Heard on Hurd Festival.

The motion carried as follows:

Ayes: Berry, Conner, Black, Peterson, Penland, Morris, Fields

Nays: None

B. Consideration of Approval of Meeting Minutes - May 19, 2026

A motion was made by Jennifer Fields, second by Brandy Penland to approve the meeting minutes as of May 19, 2026. The motion carried as follows:

Ayes: Berry, Conner, Black, Peterson, Penland, Morris, Fields

Nays: None

C. Consideration of Approval of Financial Report - June 11, 2026

A motion was made by Stacie Peterson, second by Matt Conner to approve the financial report as of June 11, 2026. The motion carried as follows:

Ayes: Berry, Conner, Black, Peterson, Penland, Morris, Fields

Nays: None

3. Discussion Items:

A. Lodging Tax – Jennifer Thorton

Jennifer reported that vacation homes activity notably increased this period. Patterns show typical seasonal ebbs and flows. The reserve fund balance is approximately \$1.3 million in spendable funds, which is the driver behind the strategic planning process. Next month will be the final month of the current fiscal year format; a cumulative column for FY27 will be added.

B. Vacation Home STR Report – Brandy Penland

Brandy reported that active short-term rentals decreased slightly due to normal seasonal fluctuation as owners temporarily remove listings for personal use. Occupancy rate increased by approximately 10 percentage points year-over-year, notably strong given that the total number of homes has also increased by approximately 20 units over the year. Average daily rate stayed relatively the same year-over-year.

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

Mackenzie recapped the STR report from the previous month, as the new report was not yet available. She emphasized that Edmond outpaced peer Oklahoma cities in occupancy and RevPAR. For group sales, Mackenzie highlighted several events and updates that will provide great sales opportunities or visitors to Edmond, including the APO Conference, new mountain bike trail updates at Lake Arcadia, and a mountain bike race for the National Interscholastic Cycling Association in October.

D. Sponsorship Requests – Jodi Fetrow

Jodi shared several sponsorship requests, including \$2,500 for the Curnado Alley Bonspiel Tournament expanding to 24 teams; \$500 for Luminance's annual holiday season event plus an additional \$500 for their Christmas in July programming; and \$2,500 for the Route 66 Centennial

Climb Celebration at the new Uncommon Ground park, which offers Visit Edmond strong visibility through logo placement, media recognition, and on-site promotional opportunities.

4. Director's Report – Jennifer Thornton

Jennifer reported that The Endeavor Games wrapped up successfully and that she attended the athlete welcome event at Arctic Edge and a well-received closing celebration at the Mitch Park YMCA. Edmond will also host the Junior High Rodeo from June 18–27 at Lazy E Arena, marking its first year in the city. Visit Edmond will support the event through welcome buttons for local businesses and hotel partners, and hospitality efforts on registration day. We will have an opening ceremony on June 21 featuring the traveling Freedom Bell, and board members were encouraged to help distribute materials and attend as available.

5. Future Meeting Locations

- July 14 – Oak Tree Country Club
- August 18 – University of Central Oklahoma
- September 15 – Edmond Center Court

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 Brandy Penland, second by Jennifer Fields at 1:30pm. The motion carried as follows:

Ayes: Berry, Conner, Black, Peterson, Penland, Morris, Fields

Nays: None

A handwritten signature in black ink, reading "Stan Wagnon". The signature is fluid and cursive, with the first name "Stan" and last name "Wagnon" clearly distinguishable.

Stan Wagnon, Board Chair