

BRANDLOGIX

Community Board

Issue No. 1 • October 2026 • Watonga, Oklahoma



STILL SHARP AFTER 50 YEARS

Inside the 50th Watonga Cheese Festival

A Mural for the Pocket Park • Honoring Our Heritage

Your Community, Your Voice

Welcome to the Community Board

If you live in Watonga, you already know this town has stories worth telling. The **Community Board** is where we'll tell them — the milestones, the neighbors, the history under our feet, and the future we're building together.

This first issue lands in a big week: we just wrapped the **50th Watonga Cheese Festival**, a mural proposal for our courthouse square goes before the City Council on Tuesday, and a brand-new **historic walking tour** is taking shape one story at a time.

Pull up a chair. This one's for Watonga.

— Teresa France, *BrandLogix Mobile Marketing*

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COVER STORY

Still Sharp After 50 Years

Half a century of cheese, community, and small-town pride — Watonga’s golden-anniversary festival delivered.

Fifty years. That’s how long Watonga has been celebrating the cheese that put our town on the map — and this year’s 50th Annual Watonga Cheese Festival proved the tradition is sharper than ever.

Thousands of neighbors and visitors filled the streets for a weekend of music, food, vendors, and hometown pride. Online, the celebration traveled even further: coverage through **Plains Collective** drew more than **83,000 views** in a single month, and the tribute to the **Roman Nose Brothers** topped **35,000 views** on its own — a reminder that when Watonga honors its own, the world pays attention.

The work isn’t over when the tents come down. On **Monday, October 19**, organizers gather at City Hall for the festival’s final wrap-up session — the goods, the bads, and the plan to make the 51st even better.

Fifty years down. Here’s to fifty more.

***“When Watonga honors its own,
the world pays attention.”***

BY THE NUMBERS — CHEESE FESTIVAL 2026

50 — years of the Watonga Cheese Festival

83,000+ — views on Plains Collective festival coverage in one month

35,000+ — views on the Roman Nose Brothers tribute

1 — wrap-up session at City Hall, Oct 19, to plan the 51st

Two Days of Conversation

Discussion panels with respected cultural leaders, artists, and knowledge keepers — Friday, October 9 and Saturday, October 10 at the Pocket Park Stage on Main Street, Watonga.

WATONGA CHEESE FESTIVAL
Still Sharp
AFTER **50** YEARS
1976 ★ 2026
50 YEARS OF CHEESE, COMMUNITY & TRADITION

Plains Collective

DISCUSSION PANELS

Join us for two days of meaningful conversation with respected cultural leaders, artists, and knowledge keepers. Hear their stories, experiences, and insights on art, history, ceremony, community work and the strength of Indigenous creativity and resilience. We encourage you to listen, ask questions, and take these teachings back to your families and communities.

FRIDAY OCTOBER 9	SATURDAY OCTOBER 10
2:00 PM FEATURED GUESTS Albert Oldcrow Tricia Fields Merlin Little Thunder	2:00 PM FEATURED GUESTS Dr. Cornel Pewawardy Dr. Kelly Berry Kim Tallbear
4:00 PM FEATURED GUESTS Dee Cordry Lew Aytes Roy Espy	

POCKET PARK STAGE
MAIN STREET • WATONGA, OKLAHOMA

Thank You, Watonga

The festival and the folks who organized it — the people who made the 50th unforgettable.



Thank you to the sponsors, vendors, artists, performers, demonstrators, volunteers, first responders, city employees, and committees — and every festivalgoer.



Thank you to the organizers: OSU Extension, the Plains Collective team, and the Cheese Festival Committee.

Backing the Festival

The city team and the sponsors who stood behind the 50th.



Thank you to Watonga's city team — Chief Briston Lowry, Fire Chief Robert Daugherty, Justin Wooldridge, Donnie Dunn, and City Manager Leroy Alsop.



Thank you to the sponsors, partners, and community supporters of Plains Collective.

FESTIVAL GALLERY

The People Behind It

Volunteers of the year, the 2026 sponsors, and a thank-you from Plains Collective.

A HUGE Thank You to our 2026 Sponsors!

Platinum \$5,000

BANK 7 **Watonga Casino**

Loves **FIRST STATE BANK**

Gold \$2,500 **Silver \$1,500**

devon **Mercy** **Watonga Casino**

Bronze \$1,000 **Diamond \$500**

CIMARRON ELECTRIC **B&W Ready Mix** **Atlas Fitness**

Pioneer **Continental** **Blaine Co. OHCE**

Other Sponsors **McCrary Vet. Hospital**

The Plant Place **State Farm Agent**

Watonga Cheese Factory **Mary Lee Jones**

Watonga Motel **Edward Jones**

Steve Paulson

A huge thank-you to the 2026 sponsors, from Platinum partners to community friends.

Plains Collective

Still Sharp AFTER 50 YEARS

A GIGANTIC THANK YOU TO ROY & JANINE ESPY!

The Plains Collective would like to recognize Roy and Janine for their incredible generosity, dedication, and unwavering support of our mission and programs.

They give so freely of their time, energy, talents, and resources, always willing to step up, lend a hand, and help bring our vision to life.

♦ VOLUNTEERS OF THE YEAR ♦

Roy and Janine, you both bring so much to our community and to every program you touch. Your kindness, hard work, and servant hearts do not go unnoticed.

Thank You!

From all of us at the Plains Collective, we are truly grateful for you both!

Roy & Janine Espy — Plains Collective Volunteers of the Year.

Thank You

Dearest Friends,
Thank you so much for being a part of Plains Collective 2nd Annual Indigenous Arts Festival in conjunction with the 50th Annual Watonga Cheese Festival. It was wonderful, and we're so happy that you were there to share it with us. Sincere Gratitude,

Plains Collective

A thank-you from Plains Collective for the 2nd Annual Indigenous Arts Festival.

This Week in Watonga

Doors open at the transfer station. Watonga's new Solid Waste Transfer Station opened Saturday, October 17 at 2214 S. Clarence Nash Blvd. It serves Watonga utility customers every third Saturday, 8 AM to 4 PM — furniture, appliances, limbs, and all the DIY leftovers piling up in the garage.

Big number, bigger roofs. USDA Rural Development invested **\$2,397,327** in Blaine County in fiscal year 2026, most of it supporting affordable rural housing. That's real money building real roofs over real neighbors.

TRANSFER STATION — GOOD TO KNOW

Every **3rd Saturday**, 8 AM–4 PM — Watonga utility customers only (bring your bill + photo ID).

Card only (Visa / Mastercard / Discover); \$0.04 per lb + \$15 service charge.

Accepted: furniture, mattresses, appliances, carpet, cardboard, limbs, fencing.

Not accepted: tires, batteries, chemicals, paint, construction debris.

A Mural for the Pocket Park

South of the historic Watonga Community Theatre, a wall is about to tell our story in color.



The mural design — “Many Histories, Many Voices, One Community” (Plains Collective), proposed for the pocket park wall.

On **Tuesday, October 20**, a proposal goes before the Watonga City Council: a mural for the pocket park south of the historic **Watonga Community Theatre** — public art honoring our **Cheyenne and Arapaho heritage**, our **ranching roots**, and **fifty years of Cheese Festival memories**.

Public art does what no brochure can. It speaks when we’re not in the room. It tells visitors who we are — and reminds us, every single day, where we come from.

This is how a small town says: **we’re still here, and we’re proud of it.**

***“Public art speaks
when we’re not in the room.”***

TUESDAY AT THE COUNCIL

What: mural proposal presentation to the Watonga City Council

When: **Tuesday, October 20 — 5:30 PM**, City Hall

Where the mural goes: the **pocket park south of the historic Watonga Community Theatre**

Why it matters: a yes puts Watonga’s story on the park wall for everyone to see.

READING THE MURAL

Every inch of the design carries meaning. Across the top: **“Many Histories • Many Voices • One Community.”**

At the center, the **Plains Collective** medallion: “Honoring the past, Nurturing the present, Guiding the future — Together.”

The great tree holds five promises: **Our Children, Our Land, Our Culture, Our Veterans, Our Future.**

To the left, the deep past at sunrise — eagle, tipis, buffalo, and riders. To the right, the town today — the water tower, Main Street, neighbors making art and music together.

And along the bottom, the charge for all of us: **“Through Understanding, Creativity, and Respect • We Are Stronger Together.”**

BE PART OF IT

Come Tuesday: the council meets October 20 at 5:30 PM at City Hall — public voices matter when public art is on the agenda.

Spread the word: share this issue with a neighbor who loves Watonga.

Follow the story: BrandLogix Mobile Marketing and Plains Collective on Facebook.

HERITAGE

Honoring Those Who Came Before

The tributes that stopped the scroll — and why they matter.

Some posts just land. This month, **Plains Collective's** Indigenous heritage tributes did more than land — they soared.

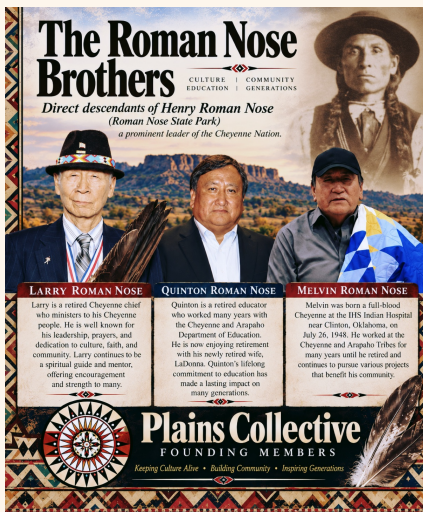
The **Roman Nose Brothers** — Larry, Quinton, and Melvin, direct descendants of Henry Roman Nose — drew **35,178 views**: three brothers, one heritage, a legacy of leadership. **Albert Old Crow** — actor of seventeen *Walker, Texas Ranger* episodes, All-State baseball player, radio host since 1996 — reached **13,955**. And **Ramona TallBear's** story — “Get it done, and do it right” — touched **11,352**.

These aren't just numbers. They're proof that honoring people — truly honoring them — is the most powerful thing a community page can do.

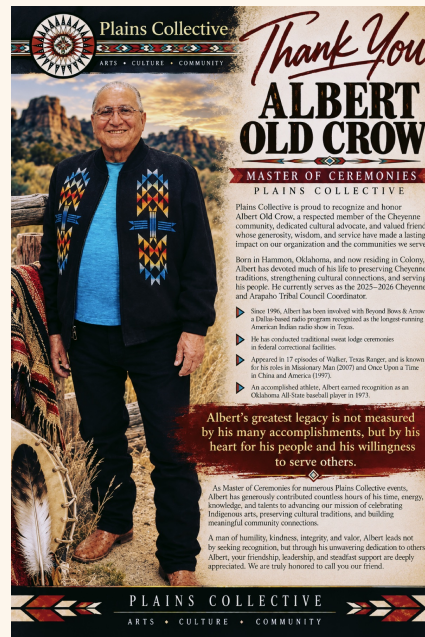
***“Culture isn't just inherited —
it's honored, protected, practiced,
and passed on.”***

The Tributes

Three posts honoring Indigenous leaders — more than 60,000 views combined. Proof that honoring our own never gets old.



The Roman Nose Brothers — Larry, Quinton, and Melvin.



Albert Old Crow — Master of Ceremonies.



Ramona TallBear — Cheyenne Warrior Woman.

COMING SOON

The Historic Walking Tour

Ten stops. Sixty seconds each. Five generations of Watonga.



The Blaine County Courthouse — one of ten stops on the coming historic walking tour.

Watonga is getting a **historic walking tour** — about ten stops, each with a polished 45-to-60-second story told in a **THEN AND NOW** format, pairing historic photos with the present-day view.

QR-code signs at each stop will let visitors — and the rest of us — stand where history happened and hear what it sounded like. It's designed to be reusable: a community attraction that works every week of the year, not just festival weekend.

STOPS IN THE WORKS

Ferguson Home • Blaine County Courthouse • Post office mural • Noble Hotel

Ferguson Chapel • Cronkhite Ranch House • Roman Nose State Park

Original Watonga Cheese Factory • *and more to come*

Know a story these walls should tell? The tour is still taking shape — and the best history comes from the people who lived it.

STAY A WHILE

The Noble House B&B

A Watonga landmark — and a stop on the coming historic walking tour. The house opened its doors for tours during the Cheese Festival weekend.



WE INVITE YOU
TO TOUR THE
**HISTORIC
NOBLE HOUSE
B&B**

**THE JOY, ELEGANCE AND INSPIRATION OF THE
NOBLE HOUSE B&B**

**FRIDAY, OCTOBER 9
& SATURDAY, OCTOBER 10
2:00 PM – 4:00 PM**

DURING THE WATONGA
CHEESE FESTIVAL WEEKEND

📍 **WATONGA, OKLAHOMA**

Built in 1912 as a boarding house, the Noble House doubled in size in 1937 when it became a hotel.

Dr. Fred R. and Joyce Lucas acquired this precious building in 1993. They built a commercial kitchen downstairs that serves two dining rooms.

In 2004 they restored the upstairs and gave it a 1920's look. Each of the six rooms are named after prominent citizens of Watonga.

Today the Noble House is owned and operated by longtime supporters of the Watonga Cheese Festival and community events, **Alvin and Anita Woodruff**.



Find them on Facebook or visit their website:
🌐 <https://noblehousebb.net/>

*Come experience the history,
hospitality, and timeless charm
of the Noble House!*



SAVE THE DATE

Mark Your Calendar

Mon, Oct 19 • 5:30 PM

Cheese Festival final wrap-up session — City Hall

Tue, Oct 20 • 5:30 PM

City Council: mural presentation — City Hall

Fri–Sat, Oct 30–31

Haunted Trail — Roman Nose State Park

Tue, Nov 3

RSVP deadline: Blaine County Cattlemen's annual meeting (580-623-5195)

Fri, Nov 13

Holiday Bazaar vendor application deadline — \$30 booth

Mon, Nov 17 • 6:00 PM

Blaine County Cattlemen's annual meeting — Foley Building

Wed, Nov 18 • 4:00 PM

TSET grant applications due

Sat, Dec 5 • 9 AM–4 PM

Holiday Bazaar & Santa's Village — Foley Building, Fairgrounds

FUNDING ON THE TABLE

Two state **TSET grant** windows are open now through **November 18**:

- **Built Environment Grant** — up to **\$150,000** for trails, parks, and streetscape planning & design.
- **Healthy Incentive Grants** — up to **\$60,000** for our town's size, for trails, parks, and play spaces.

No local match required on either. If Watonga wants its walking tour and courthouse-square work funded, the time is now.

ABOUT

BrandLogix Mobile Marketing

BrandLogix Mobile Marketing tells the stories of small towns — the people, the places, and the events that make a community a community.

From the daily **Watonga Community Corner** briefing to the **BrandLogix Red Road Trip** podcast, everything we make starts with one belief:

“Your community, your voice.”

Follow along

Facebook: **BrandLogix Mobile Marketing • Plains Collective**

On the web: **brandlogixwatonga.com**

**#WatongaCommunityCorner #WatongaOklahoma #WatongaStrong
#SupportLocal #SmallTownStories #YourCommunityYourVoice**

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