

MINUTES

Chapel Hill/Orange County Visitors Bureau Board of Directors Meeting November 15, 2017

The Chapel Hill/Orange County Visitors Bureau met at
North Carolina Botanical Garden, 100 Mason Farm Road, Chapel Hill, NC

Board Members Present: Kayla Dempsey, Aaron Bachenheimer, Penny Rich, Lydia Lavelle, Jeffery Strickler-Vice Chair, Mark Bell, Annette Lafferty, Tim Hoke, Anthony Carey, Lee Storrow, Rosemary Waldorf-Chair, David Brooks, Shannan Campbell, George Cianciolo, Mark Sherburne, Meg McGurk

Not Present: Andrew Strickland, David Brooks

Staff attendance: Laurie Paolicelli, Marlene Barbera, Allison Chambers, Patty Griffin, Katie Murray, Steve Brantley

Also present: Kristen Bilger, Matt See and Angela Moody of FleishmanHillard, Damon Waitt, Executive Director of the NC Botanical Garden and Sarah DeGennaro, Alliance for Historic Hillsborough

Call to Order

Chair Rosemary Waldorf called the meeting to order at 8:09 am.

Introductions were given by all.

Approval of Minutes

Chair Waldorf requested a motion to approve the October 18, 2017 minutes. Penny Rich so moved and George Cianciolo seconded. With all members in favor, the minutes were approved as submitted.

Welcome to NC Botanical Garden

Chair Waldorf introduced Damon Waitt, Director of the NC Botanical Garden. He came to UNC from Austin, Texas where he was the Senior Director and Botanist at the Lady Bird Johnson Wildflower Center. The Garden's mission is to inspire understanding, appreciation and conservation of plants and advance a sustainable relationship between people and nature. They are known nationally as a conservation garden focusing on sustainability and conservation and are a university affiliated botanical garden with an outstanding international reputation as a garden that integrates a conservation ethic into all of its programs as well as being the nation's most comprehensive center of knowledge on plants in NC and the southeastern U.S. They provide a broad audience with inspirational experiences, opportunities for health and wellness through outdoor activities, and education programs within a scientifically-based institution. They began in 1903 with a teaching collection on campus started by William Coker. In 2017 NCBG covers 1,125 acres being managed for conservation. Plants will play a role in climate change and food security and they are training people to take part in the research. The Garden includes Coker Arboretum, Battle Park, Coker Pinetum, the Display Gardens and Piedmont Nature Trails, Mason Farm Biological Reserve and Parker Preserve. They have four programs; conservation, education, Outreach and Gardens. They are part of UNC's Capital Campaign and will use resources they get to enlarge the garden by moving back the existing deer fence beyond the creek and adding a new building. (Damon's presentation is attached with these minutes?)

Finance Report

Finance Chair Penny Rich reported that the budget is on target at this time. As of the end of October the budget is 39.3% spent. This is due to spending in advertising, 100% payout for the TeraVITA event and Strategic Alliances. The

advertising expenditures will take the bureau through the transition from Clean Design to FleishmanHillard without going dark. At the Board of County Commissioners November 20th the bureau will ask them to approve a drawdown of \$150,000 for additional advertising. We will continue to do some print advertising in *Our State Magazine* and the *Carolina Alumni Review*. Occupancy tax collections continue to grow.

Nominating Committee Report

The committee, comprised of: Commissioner Penny Rich, Chair Rosemary Waldorf; Vice Chair Jeff Strickler; Anthony Carey, Siena hotel and two staff members: Paolicelli and Brantly, met and is recommending the board elect Anthony Carey as Chair and Rosemary Waldorf as Vice Chair. George Cianciolo is leaving the Chapel Hill Town Council, and will no longer be their representative to our board. Carrboro Board of Alderman will make their board assignments in December and the BOCC will do the same in January. The nominating committee also recommended waiting to fill the At-Large seat until we have a complete board after January. The motion to approve the new appointments beginning in January was made by Penny Rich and seconded by Mark Bell. The vote to approve was unanimous.

Advertising Agency Presentation

Chair Waldorf introduced the new ad agency, FleishmanHillard to the board. They have offices in both Charlotte and Raleigh and conducted an audit of what we have been doing and shared initial insights and made recommendations. The document leverages data from July 16, 2017 to October 16, 2017. Due to the volatility of social media, a three month timeframe is more informative and reliable than longer timeframes as there is less opportunity for viral events or social platform changes to skew the data. Data is pulled from backend analytics platforms and measurement tools, including Crimson Hexagon and Global Web Index. Who is our audience: 61% of Facebook followers and 66% of Twitter followers are female. Most audience members are ages 25-44 with 35-44 being the most common age group. Of the top 50 locations of fans of the page, all are within the state of NC. Followers are a diverse group likely seeking different types of activities. FleishmanHillard will focus predominately on social and digital campaigns and transformations. They kicked-off the presentation with the question, why digital? Ninety percent of millennials book hotel stays on line with eighty-seven percent comparing options online. Millennials are now in their late twenties and early thirties and are making more money and traveling more and looking for experiences. Travels spend an average of 53 days visiting 28 different websites getting travel tips. They will not just target millennials. They will use paid social to reach the exact people they want to reach. With the same money spent of a print add that you hope your target audience sees they can directly target several groups with less money. They will ask all the hotels for email addresses of visitors during the spring and load that into the back end of Facebook and reach those people through their Facebook account with targeted ads. They will use local influencers and Alumni to reach potential travelers by word of mouth. With social media they can test pilot campaigns with 100s of dollars rather than 1000s of dollars. They will know who an ad is resonating with and be able to immediately adjust. They can perform A/B tests much more quickly and efficiently. They will optimize content on our webpages by providing hyperlinks to other pages to move them around the sight. The goal is to have people stay on our site and look at different pages rather than immediately bouncing off. They will work to refresh the website content during the first quarter. They do not want to see a bounce rate for a page above 60%. If they think something is not a good value or working well, they will let Laurie know.

Executive Director's Report

Laurie Paolicelli shared that Kellen Cruse of AirDNA will be at our January board meeting. His company partners with AirBNB to study supply demand. They study what is being rented, a couch, a room, an apartment, and who is renting, how long they stay and how much they are paying. Penny Rich suggested the board also invite Dwane Brinson, Orange County Tax Collector to attend the January meeting. Laurie is pleased that FleishmanHillard has an office in Charlotte, as

that is our number one market. George Cianciolo was recognized for his contributions to the board over the past two years as the Town of Chapel Hill's representative, he will step down from the town council in December. Chair Waldorf read the resolution presented to George by the board. Penny Rich extended the appreciation of the Orange County Board of County Commissioners. Paolicelli provided an overview of next steps with the ad agency, staffing accomplishments, and holiday events and happenings at the Visitors Center.

Sales Report

Marlene reported that the bureau has created a pad of pull off maps of the three downtowns with hotels and restaurants highlighted. These maps will be distributed by the county's hotels as they show what restaurants are close to each hotel. This piece of collateral will be a good tool for front desk staff. Following last month's General Manager's meeting the group is considering offering incentives to meeting planners. She will host another UNC March Madness lunch and learn due to several turnovers among UNC meeting planners. She is planning a familiarity tour in May for third party planners that set up conferences for associations. Marlene shared that we should be showcasing local experiences. The hotels have been challenged to produce a package that is a unique experience that the customer can purchase, and can't get themselves, locally based experiential packages. Rob Stern reported that he has reached out to all 31 Carolina Alumni Clubs with a banner on their Facebook feed. Rosemary Waldorf suggested putting together a package that includes all the natural areas Orange County has to offer.

New Business/Roundtable

Chair Waldorf acknowledged all for updates in their respective fields:

- Meg McGurk reported that holiday festivities are beginning downtown. She invited everyone to visit downtownchapelhill.com/holidays.
- Annette Lafferty reported that Carrboro is also readying for the holidays with "Carrboro Cheer", hosting several craft and pop-up markets during the season. Small Business Saturday will be held on the Saturday after Thanksgiving. The Elf Market will be the first Saturday in December. Lydia Lavelle shared that the town is looking for a full-time communications person.
- Shannan Campbell told the board that Hillsborough is gearing up for the holiday season as well with Shop Small Saturday, holiday business window displays, Christmas Parade December 2, Holiday Home Tour on December 10. The Hillsborough Visitors Center is hiring a new communications person.
- Kayla Dempsey reported that high school football playoffs will be December 2 at Kenan Stadium at 3 pm and 7 pm and canned food will be collected at the gate for area food pantries.
- Katie Murray reported that the paintings from the Plein Air event are on display at the Hillsborough Arts Council. The Orange County Arts Commission has produced a location map to help people find venues and it is also available online. The OCAC is also holding listening sessions around the county which will touch on business and the Arts as well as Education and the Arts and several other topics.
- Laurie Paolicelli invited all to the Visitors Bureau Holiday Open House to be held in the Visitors Center on Tuesday, December 12 from 5-7 pm.
- Mark Sherburne reported that the Carolina Inn will kick-off the holiday season by serving eleven hundred guests Thanksgiving Dinner, the following week they will decorate for the twelve days of Christmas and new this year will be a holiday market on their front lawn reminiscent of a European market with 50 vendors, food trucks and a snow machines.

The board will meet in January 2018 at The Barn of Chapel Hill.

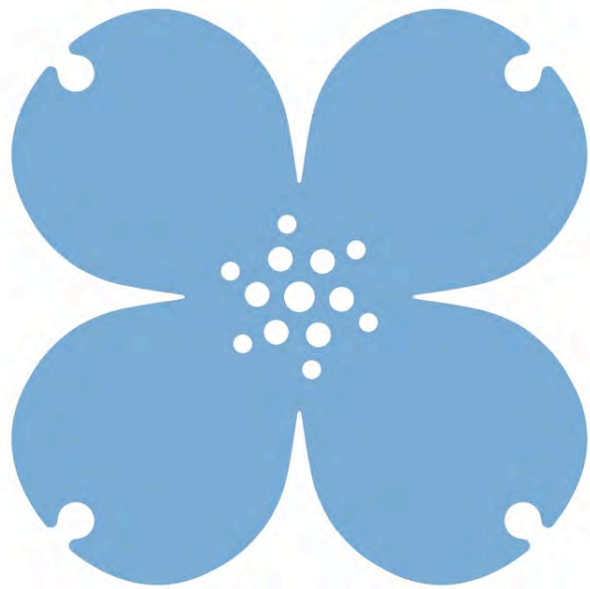
Meeting Adjourned at 9:48 am.

Minutes reviewed by:
Laurie Paolicelli, Executive Director

Date

Minutes accepted by:
Rosemary Waldorf, Chairman

Date



NORTH CAROLINA BOTANICAL GARDEN

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Nov 15, 2017

Chapel Hill/Orange County Visitors Bureau

Mission

2

Our mission is to inspire understanding, appreciation and conservation of plants and advance a sustainable relationship between people and nature.



Identity

3

- We are a university-affiliated botanical garden with an outstanding international reputation as a garden that integrates a conservation ethic into all of its programs.
- We are the nation's most comprehensive center of knowledge on plants in North Carolina and the southeastern United States.
- We provide a broad audience with inspirational experiences, opportunities for health and wellness through outdoor activities, and educational programs within a scientifically-based institution.

What else do we do?

4

- Create compellingly beautiful garden displays that transform the way people think about plants.
- Protect the imperiled native plants of the Southeastern United States to secure them from extinction.
- Cure plant blindness and nature deficit disorder.
- Reverse the homogenization of the American landscape.
- Increase botanical capacity locally, regionally and nationally.

History

5

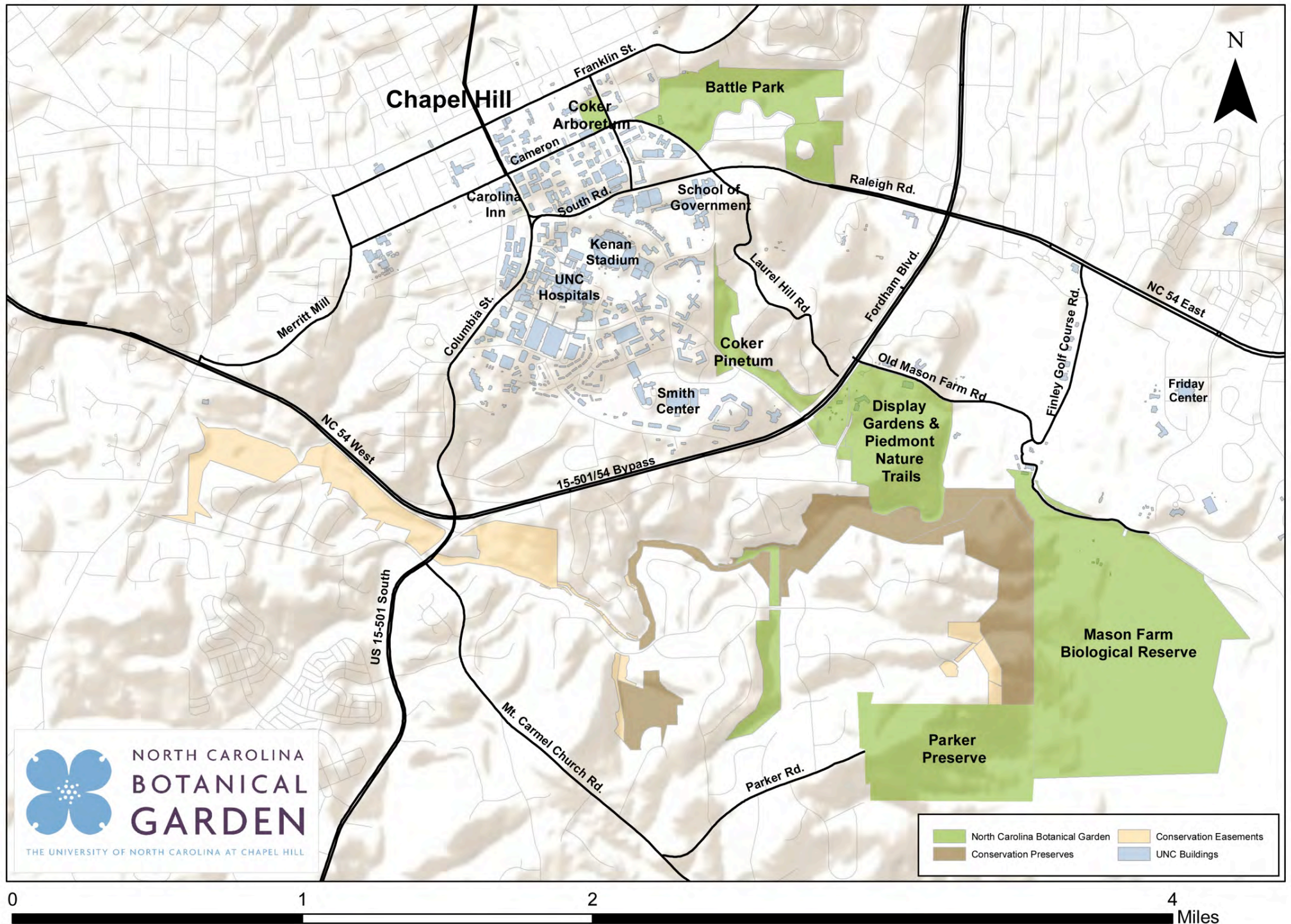
- 1903 – William Chambers Coker starts a teaching collection on campus followed by a Herbarium in 1908
- 1952 – University trustees dedicate 70 acres for a botanical garden
- 1966 – Nature Trails open & Botanical Garden Foundation is formed*
- 1976 – Totten Center opens
- 1982 – Coker Arboretum acquired
- 1984 – Mason Farm Biological Reserve acquired
- 2000 – Herbarium acquired
- 2004 – Battle Park and Forest Theatre added
- 2009 – James and Delight Allen Education Center opens
- 2017 – NCBG covers 1,125 acres and is nationally known for its conservation programs, educational initiatives, taxonomic research and sustainable approach to buildings and landscapes.

James and Delight Allen Education Center

6



NC Botanical Garden Lands (Chapel Hill and Vicinity)





Programs

CONSERVATION



Programs

EDUCATION



Outreach

Carolina Campus Community Garden



Outreach

Horticultural Therapy



Outreach

Wonder Connection



Outreach

Edible Campus Initiative



Outreach

Life Happens



Gardens

HORTICULTURE & DEMONSTRATION

Display Gardens

Allen Education Center

- A** Auditorium
- B** Visitor Information & Exhibits
 - Garden Shop
 - Plant Sale
 - Library
- C** Classrooms

Gardens

- 1** Entrance Garden
- 2** Children's Wonder Garden
- 3** Courtyard Gardens
- 4** Piedmont Habitat
- 5** Sandhills Habitat
- 6** Coastal Plain Habitat
- 7** Mountain Habitat
- 8** Perennial Circle
- 9** Water Gardens
- 10** Carnivorous Plant Collection
- 11** Plant Family Garden
- 12** Totten Oak Garden
- 13** Herb Garden
- 14** Poisonous Plants Garden
- 15** Native American Garden

Landmarks

- A** Bird Blind
- B** Cattail Gate
- C** Turtle Pond
- D** Salamander Pool
- E** Storytellers' Chair
- F** Paul Green Cabin
- G** Rare Plant Chess Set
- H** Gathering Circle
- I** Herb House
- J** Rose Arbor
- K** Gazebo



Key

- P** Parking
- i** Information Kiosk
- ♂ ♀** Restroom
- 💧** Drinking Fountain
- ♿** Accessible Parking
- 🚲** Bicycle Accessible
- 🐕** Dog Walking Path
- 🚲** Bike Rack



Horticulture

Display Gardens



Horticulture

Coker Arboretum







Site Amenities

- 1 ENTRY SEQUENCE / LOCAL FOREST
- 2 SALAMANDER HABITAT GARDEN
- 3 BEECH GROVE
- 4 CYPRESS GUM SWAMP
- 5 PIEDMONT SWAMP
- 6 ALLUVIAL DEPOSIT GARDEN
- 7 PICNIC GROVE
- 8 BOTTOMLAND MEADOW
- 9 GATHERING GLADE
- 10 'OUTCROPS' OF KINETIC INTERACTIVE OBJECTS
- 11 OUTDOOR CLASSROOM
- 12 CANOPY WALK
- 13 FERN GARDEN
- 14 TRILLIUM / GINGER GARDEN
- 15 RHODODENDRON MAZE
- 16 MEANDER GARDEN
- 17 TEEN GARDEN
- 18 PIEDMONT BOTTOMLAND
- 19 MERCER REEVES HUBBARD HERB GARDEN
- 20 HORTICULTURAL THERAPY
- 21 CARNIVOROUS GARDEN
- 22 WATER GARDENS
- 23 CHILDREN'S WONDER GARDEN
- 24 SUCCESSIONAL GARDEN
- 25 BIOSWALE
- 26 LOCAL FLORA
- 27 ENTRY PLAZA
- 28 CAFE
- 29 KEN MOORE GATHERING CIRCLE
- 30 GRANITE FLATROCK GARDEN
- 31 COASTAL DUNE GARDEN
- 32 FLOWERING PLANT FAMILY MEADOW
- 33 TOTTEM OAK GLADE
- 34 RARE PLANT / RESEARCH MEADOW
- 35 BACK OF HOUSE
- 36 TRIAL GARDENS / MAKER SPACE
- 37 STORMWATER WETLAND
- 38 MOUNTAIN BOG
- 39 NATIVE HERB GARDEN
- 40 RARE PLANT CHESS SET
- 41 AFTER-HOURS PARKING
- 42 MEETING OF THE WATERS MEANDER / MANNING DRIVE ACCESS
- 43 SANDHILL SEEP
- 44 LOOP TRAIL (ALLEN EDUCATION CENTER COURTYARD)
- 45 LOOP TRAIL (RESEARCH CENTER)
- 46 DEER FENCE MOVIE

Bird's Eye Perspective



- 1 ENTRY PLAZA
- 2 LOOP TRAIL
- 3 LIBRARY
- 4 ROOF GARDEN
- 5 PV ARRAY
- 6 DAYLIGHT/VENTILATION MONITORS
- 7 HERBARIUM COLLECTION
- 8 BALCONY
- 9 FLEXIBLE CLASSROOM
- 10 LOBBY
- 11 MEADOWS
- 12 TOTTON OAK GLADE
- 13 RESEARCH MEADOW
- 14 STORMWATER WETLAND
- 15 RESEARCH PORCH
- 16 BACK OF HOUSE + HORTICULTURE
- 17 LONG LEAF PINE SAVANNA
- 18 US 15-501 / FORDHAM BLVD
- 19 UNCCH CAMPUS
- 20 COASTAL DUNE GARDEN
- 21 JAMES & DELIGHT ALLEN EDUCATION CENTER
- 22 HERBARIUM RESEARCH



Aerial

- 1 HERBARIUM ARCHIVE
- 2 TOTTEN OAK GLADE
- 3 PLANT BIODIVERSITY RESEARCH CENTER
- 4 ENTRY PLAZA
- 5 STORM WATER WETLAND
- 6 LOOP TRAIL
- 7 SANDHILL SEEP
- 8 SANDHILLS HABITAT
- 9 SAND DUNE GARDEN
- 10 PV ARRAY
- 11 ENTRY PLAZA
- 12 JAMES & DELIGHT ALLEN EDU. CENTER
- 13 CARNIVOROUS PLANT GARDEN
- 14 HORTICULTURAL THERAPY
- 15 CHILDREN'S WONDER GARDEN
- 16 SALAMANDER HABITAT GARDEN
- 17 OLD MASON FARM RD
- 18 AMPHITHEATER
- 19 GATHERING GLADE
- 20 OUTDOOR CLASSROOM
- 21 NATURE TRAILS
- 22 CANOPY WALK
- 23 DEER FENCE
- 24 MEETING OF THE WATERS CREEK
- 25 WATER GARDENS
- 26 TEEN GARDEN
- 27 SERVICE ROAD
- 28 AFTER-HOURS PARKING
- 29 RARE PLANT CHESSEY
- 30 PAUL GREEN CABIN
- 31 MOUNTAIN HABITAT
- 32 MOUNTAIN BOG
- 33 LARGE TOOL STORAGE
- 34 GREEN HOUSE
- 35 OUTDOOR NURSERY
- 36 US 15-501 FORDHAM BLVD
- 37 STAFF PARKING
- 38 LOCAL FLORA
- 39 PARKING

Signature Events in 2018

24

- **Magic in the Garden** – *Saturday, April 14*
- **Spring Plant Sale and Festival** – *Saturday, May 12*
- **Carolina Moonlight Garden Party** – *Friday, June 1*
- **Sculpture in the Garden** – *Saturday, September 15*
- **Fall Plant Sale** – *Friday & Saturday, September 28 & 29*
- **Pumpkins in the Garden (Boo-tanical)** – *Friday, October 26*
- **Winter in the Garden** – *Saturday, December 9*