



**Friends In Tourism**  
**August 18, 2015**  
**Fayetteville Area CVB – 2<sup>nd</sup> Floor Conference Room, 3:00 pm**

**Members Present:** Benny Pearce; Christina Williams; Jim Long; Mary Bailey; David Nash; Melody Foote; Angie Brady.

**Welcome:** Angie Brady, FACVB, opened the meeting at 3:10 pm by welcoming the group and thanking all for attending today's meeting.

**Visitor Profile Highlights from July 2015:** David Nash, FACVB, reviewed July's visitor profile. A copy of the report is attached with the minutes. Please feel free to contact David Nash with any questions at [dnash@visitfayettevillenc.com](mailto:dnash@visitfayettevillenc.com). Also, if you're currently not participating in the visitor survey program and would like to, please contact David.

**Social Media/PR Results from July 2015:** Melody Foote, FACVB, reviewed social media and public relations for the month of July 2015. A copy of the report is attached with the minutes. Please contact Melody at [mfoote@visitfayettevillenc.com](mailto:mfoote@visitfayettevillenc.com) with any questions, or if you'd like individual copies of the free publicity uncovered for the month of July 2015.

**Event Postings July 2015:** Melody Foote also covered the Event Posting Report for the month of July. A copy of this report is attached with the minutes. There were 201 event calendar postings for July 2015 events. The event postings report summarizes when you submit an event to the FACVB, this is where it's uploaded, and notes if it is published by the medium.

**Please email your event details to either Melody or Angie at [mfoote@visitfayettevillenc.com](mailto:mfoote@visitfayettevillenc.com) or [abrady@visitfayettevillenc.com](mailto:abrady@visitfayettevillenc.com).**

**Opportunities:** Angie shared three opportunities (1) **I-95 North and South Welcome Center Partner Days.** We will be the only destination at the Welcome Centers on these days. I-95 North Partner Day is Friday September 18 and I-95 South is Friday October 2. Attached are the sign-up sheets. The CVB will take tables and our tent. If we happen to have rainy weather, they will move us inside. (2) **Attraction FAMs.** This year, the CVB is offering 4 attraction FAMs for our hotels to participate in. Each FAM will highlight 5-6 different attractions, so at the end of the fiscal year, the hotels have had the opportunity to see 20-24 different attractions. (3) **E-Promos.**

This year we will be producing 20 e-promos. Sponsorships for e-promos are available for \$400. One sponsor per e-promo. Sponsorship agreement attached.

### **Round Table News:**

- Benny Pearce, Averagesboro Battlefield:
  - Working on two events
    - October- Civil War Event. Still not sure if it will be a re-enactment or a living history event. Once details are worked out, Benny will send event so we can post.
    - November- WWII event, to include any military branch. Will be the Saturday after Veteran's Day.
  
- Christina Williams- The Arts Council
  - Right now, a POV exhibit on display in the gallery
  - August 4<sup>th</sup> Friday – a short term exhibit by Groundswell (Moonlight Communications) on Child Abuse
  - In International Folk Festival mode for the end of September.
  
- Mary Bailey, Fayetteville State University:
  - Mary first of all gave Kudos to the Food Truck Rodeo!
  - 4 home football games then Homecoming on October 24
  - School has started today!
  - Meetings for the 150<sup>th</sup> have started!
  
- Denise Comulada, FACVB
  - If you have events and do posters for those events, the FACVB can accept 11 x 17 posters and we need three for our three VC locations
  - Postcard size cards promoting events are what the visitors tend to like the best.
  
- Jim Long- Fayetteville Speedway
  - 6 races left in the season
  - This is year 47 for the speedway
  - New season starts in March 2016
  - Jim has gotten verbal commitment that the Fayetteville Speedway is one of 26 sites in 2016 to host Nitro-Circus on their North American Outdoor Tour
  - He does have a VIP Tower that can seat 50 but can accommodate about 80 ppl

~ Next Meeting ~

**Tuesday, September 15, 2015 ~ 3:00 pm ~ FACVB, 2<sup>nd</sup> Floor Conference Room**