



Spring Lake United ~ August 04, 2016

Gateway Inn, Spring Lake

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Members Present: Kimberly Wilkes; Anja Palasky; Nicole Blunt; Dee Johns; Curtis Worthy; Robbie Larreau; Colleen Bowers; Kirk DeViere; John Meroski; Angie Brady; Jessica Bennett

Members Absent: Dev Rajababoo; Chris Rey; Jane Connolly; Vivek Tandon; Ammie Jenkins; William Wellons; Pavan Patel; Paula Maczak; Kimberly Wiley; James Day; Jennifer Craig; Jennifer Combs; Tad Davis; Myron Jones

Welcome: Angie Brady opened the meeting at 1:00pm and thanked all members present for attending today's meeting.

June Minutes: Angie asked if there was anything anyone wanted to add to the June notes; no comments were noted.

Angie welcomed everyone and started the meeting by reminding the group that the SLU meetings would be held quarterly and went over the next scheduled dates for the year. She then introduced Kirk DeViere, with 219 Group, and let him review the work on the digital campaign that was being done. Kirk gave the group a handout and walked through the goals and objectives of the campaign. He also gave an overview of the revamping on NearlyFortBragg.com; it is live and functional. He also explained the meaning of remarketing and the importance to the campaign. Lastly, he reviewed the next steps moving forward in the campaign and stated those should happen within the next 60-90 days. John wanted to point out what an outstanding job 219 Group was doing and reiterated these steps and tools will help build Spring Lake. Angie encouraged everyone to take a look at the NearlyFortBragg.com site and to please give feedback. Angie then went into discussion on the Status Report (Program of Work); The Visitors Guide had been proofed by the CVB as well as Tad and his staff and was signed off on. Maps are being created and once completed will go to print. John mentioned a copy of the Guide will be sent out via email to the group soon.

Angie also stated that FedRooms was ongoing but the placement was receiving very few bookings. If the group had any suggestions, she was open to hearing those. John did mention potentially looking at a co-op.

Angie moved on to group sharing; Mr. Worthy updated everyone on the brochures that the chamber partnered with Carvers Creek to have done on the park; those should be printed within the next 2 weeks. He stated 20,000 were going to print. He reiterated the chamber was focused on getting the park name out there and this would positively help. Mr. Worthy also suggested that some type of coupon/voucher for a discount in conjunction with Carvers Creek would be a great idea and is something that could be handed out to visitors on their way out of the park. Colleen with Carvers Creek reminded everyone of the NC Connect Bond that was awarded and that the planning phase should start 2017. Updates will be coming.

Lastly, John wanted to make sure the majority approved moving the meetings to quarterly; no issues with change noted.

Angie asked if anyone had anything else to share and reminded the group she was open to any ideas being passed on.

Angie adjourned the meeting at 1:40pm.

Next Meeting: Please mark your calendars! Thursday, November 3, 2016, 12:30 pm; **location to be announced.**