



FACVB BOARD OF DIRECTORS

FACVB Board Room

245 Person Street

July 25, 2018

Noon

PRESENT

Subodh Thakur, Chairman

Amy Cannon

Sharon Lee

Doug Hewett

Sanda Budic

Laura Leal

Becki Kirby

Adam Collier

Olivia Garner, ASOM (attending for Jim Soffe, ASOM)

ABSENT

James Grafstrom

Suresh Patel

OTHERS

John Meroski

Kelly Brill

Debbie Reynolds, US Army (Doug Hewett's guest)

The meeting was called to order at 12:10pm by Subodh Thakur. Mr. Thakur welcomed everyone and asked for introductions of new faces. Olivia Garner with ASOM introduced herself, stepping in for Jim Soffe. She is ASOM's Development & Fundraising Manager; Debbie Reynolds, US Army Director of Installation was introduced by Doug Hewett explaining that Ms. Reynolds was working with him all week exchanging ideas.

Mr. Thakur stated that the overall industry is flat – all of Cumberland County. New hotels are going up; demand has gone down. We have new hotels on Sycamore Dairy, Spring Hill and Homeward Suites, and Hampton Inn on 295. With the number of hotels here, it is difficult to sell out, although 55-75% of capacity is doing pretty good. APR is down. Mr. Hewett asked if the new hotels at Cedar Creek expect more night stays. Mr. Thakur explained that they have their own clientele on I-95. Mr. Thakur stated that there is another new hotel opening on Raeford Road, near Food Lion, a Holiday Inn Express. The hotel in Raeford is doing well so Holiday Inn Express expects to have 80% capacity. Mr. Collier stated that old properties are downgrading flags. Sharon Lee stated that the recent article in the paper about the baseball field was positive.

We have minutes from October and April to approve. Amy Cannon motioned to approve the October 25, 2017 minutes and Ms. Lee seconded the motion. Ms. Cannon motioned to approve the April 25-26, 2018 email minutes and Ms. Lee seconded the motion.

John Meroski presented the treasurer's report in the absence of James Grafstrom, who is out of town and unable to attend today's meeting. Cherry Bekaert will present 2017-2018 findings at our next meeting. We ended the year -\$37,114. The last quarter we were up in collections, but the previous four months were down and accordingly we had to cut back to recover. Mr. Collier stated the DOD rate. Reviewing the financial reports in the treasurer's packet the numbers were good the last quarter of the fiscal year. John pointed out that we have had some bad months, reaching -\$52,000, and some positive months, ending the year -\$37,000. As requested by the board, we

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Mr. Meroski would like to present the CVB's Program of Work (POW), which was emailed and mailed in advance for the board's review. Occupancy tax is an insurance policy for meals tax, property taxes and sales tax. Our mission is to position us as a destination. We have a few new venues including McCormick Farms and a 4-wheeler park. We have been promoting "communities of Cumberland County" internally. We have developed attraction videos and worked with Jim Arp in the recent baseball tournament sales process; the attraction videos were a good example of how we can collaborate. The POW is the marketing plan and budget. Each department submits their program based on previous years and it is put together to form the POW. The communication dept produces a monthly report that backs up the POW. We added a Resource Center to our website. Our Communications dept should be commended for listing events for smaller groups that may not have the marketing budget. Mr. Collier stated that he sees many posts from Jenny Bell in Communications on Facebook. The Sales dept exceeded their goals in room nights. We use local vendors when possible, including 219 Group, who handles Spring Lake and digital marketing for Cumberland county with retargeting, and Republik. Martin Armes worked for Raleigh CVB and now identified research program. In reviewing the 2018-2019 budget Mr. Meroski points out that 50% of our budget is in Marketing. Spending \$1.4 million in Visitor Guide, fulfillment pieces (sports facility guide), area maps, and rack cards. Group tours – we changed our art to large photographs to be used at trade shows as group tour collateral. We recently had a Brewery passport promotion. We have a new website through Simpleview, who work with 200+ CVBs in the country. We created GoFayetteville.com which we post blogs about the community and FayettevilleNCtrails.com which have our trails listed. We are using Facebook, Instagram (videos), twitter, LinkedIn and Scoutlook, which is a mobile app version 2.0 (City of Fayetteville is partnering with MWR). Participants will have the capability to put a code in Scoutlook to communicate with other people in your party with the same code. We create microsites for TDA funding events. We also market in print ads, banner ads, billboards and the videos. We created videos that let the visitor meet the owners; Angie Malave with Wine Café starred in one video. We also have the Pursuit of Adventure, Friendship, etc. videos. We have created animation for the millennials with a social media campaign that will cue in on national dialogues and allows us to get into national conversations and drive people to our website. We may have the character show up and build a hashtag to be used. Mr. Meroski presented the budget, the process, the action steps, the reporting and the staffing; tracking can be seen at VisitFayettevilleNc.com under the tab "About Us".

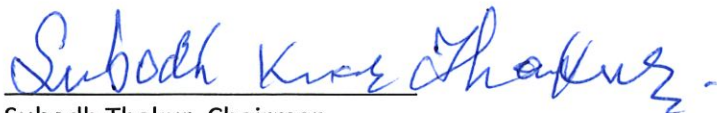
Mr. Hewett motioned to accept and approve the budget and POW; Ms. Cannon seconded the motion.

ADJOURNMENT:

Mr. Thakur thanked everyone for attending and asked if there were any questions. Mr. Hewett motioned to adjourn, and Ms. Lee seconded the motion.

NEXT MEETING

The next meeting will be on October 24, 2018 at noon in the FACVB boardroom.



Subodh Thakur, Chairman

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