



March 23, 2017
2nd Floor CVB Conference Room
Meeting Minutes

Members Present

Bureau: Jenny Bell, Angie Brady, Denise Comulada, Stephanie Decatur, Melody Foote, Myron Jones, David Nash

Members: Carlette Benton, L'Keisha Black, Beth Buckingham-Rivas, Carol Hogan, Reggie Matthews, Tonie McKnight, Ramona Moore, Deanna Morgan, Lily Schmidt, Michelle Williams

Summary

Myron Jones called the meeting to order at 8:30 a.m. Myron welcomed everyone and thanked them for attending the meeting. He then explained that he would be taking the speaker time-slot to discuss hotel proposals.

Speaker

Myron started the discussion about hotel proposals by stating the FACVB is receiving inconsistent responses from the hoteliers. Some hotels send detailed proposals to leads, while others are only using the extranet to input their responses. The extranet-provided responses are not detailed enough to give the client an adequate picture of what that hotel might be able to offer them in terms of amenities. Myron explained that the FACVB was in the process of creating a new automated form that would beef up the extranet responses. He then asked the hotels for their feedback on this issue. Michelle Williams expressed her concern that, if a few hotels were not providing nice, detailed responses, then it would make Fayetteville look like a poor choice as compared to a city that might have several detailed responses. Myron closed this discussion by stating the FACVB would continue to work toward a practical solution to this problem via the extranet.

Score Card

Myron reviewed the Sales Department Score Card.

Melody Foote reviewed the Communications Department Score Card.

Angie Brady reviewed the Tourism Department Score Card.

Denise Comulada reviewed the Visitor Center Department Score Card.

Visitor Profile

David Nash reviewed the Visitor Profile.

Smith Travel Report

Angie reviewed the STR report, making note that Cumberland County's occupancy continues to be up.

Estimated Economic Impact (EEI) and Contracted Revenue

Myron reviewed the EEI and Contracted Revenue for verbal and definite leads. He asked the members for feedback on this report, and Ramona Moore suggested that an extra column be added to reflect the host hotel.

Tourism Report and New Products

Angie reviewed the Tourism Report and New Products in detail.

- Angie encouraged the hotels to either update the extranet or email all Easter specials to David Nash for publication on the FACVB website.
- The NC Call Center Visit (1-800-VISITNC) is scheduled for Tuesday, June 20, 2017, at 11:30 a.m. Angie extended an invitation to the hotels and attractions to attend this event with the FACVB. It is a co-op opportunity, with snacks and notebooks given to the operators. Hotels are given time to talk about their property.
- National Tourism Week is in May. The North I-95 Visitor Center is celebrating on May 11, from 10:00 a.m. to 2:00 p.m., and the South I-95 Visitor Center is celebrating on May 12, from 10:00 a.m. to 2:00 p.m. Angie invited the members to attend one or both events with the Tourism Department. The hotels would be representing Cumberland County and would be given a chance to take flyers for their properties. Invitations will be going out soon.

Communications Report

Melody Foote reviewed the Communications Report in detail.

Visitors Center Report

Denise Comulada reviewed the Visitors Center Report in detail.

Group Information Sharing

Lily Schmidt shared renovations were completed at her hotel. Ramona shared the Ramada is currently undergoing some renovations. Michelle Williams shared Fairfield North had received the Marriott's Platinum award and their General Manager, Adam Collier, had received the Marriott's Diamond General Manager of the year award. Reggie Matthews shared he would be moving to Texas soon, and he introduced the new Director of Sales, L'Keisha Black.

Next Meeting – April 27, 2017, 2nd Floor CVB Conference Room

Meeting Adjourned