



Friends In Tourism

May 23, 2017

Fayetteville Area CVB – 2nd Floor Conference Room, 3:00 pm

Members Present: Leisa Greathouse; Julie Martinez; Lorena Contreras; Taryn Hughes; Mary Kinney; Anna Dell; Talia Rodriguez; Gabrielle Isaac-Allison; David Nash; Angie Brady; Jessica Bennett.

Welcome: Angie Brady, FACVB, opened the meeting at 3:03pm by welcoming the group and thanking all for attending today's meeting. Angie decided to start the meeting with group introductions then quickly gave an update from the CVB:

- She updated the group on the new Visitor Guide and explained the merging of the guide with the Cultural Heritage Trail Guide. The new guides should be out in September.
- Each department has been working on and finishing the budget for upcoming fiscal year.
- The CVB is embarking on a new website. The new website will be very different from the current one; it will be more image driven and user friendly. There is currently no date of completion.
- Heroes Homecoming V is heavy in the planning stages and coming in November. The Veterans Day Parade on November 4th, 2017 will be the kick-off event and the remainder of the following week will have different events going on leading up to Veterans Day, November 11th.

Visitor Profile/Social Media/PR Report: Angie then turned the meeting over to David Nash to discuss Visitor Profile, Social Media and PR Report. He briefly went over the slides for each that were in the hand outs, and also explained how the information was collected.

Events: Since Jenny was not able to attend the meeting, David also quickly went over the Events Posting Report. Angie wanted to quickly mention the Go Fayetteville Blog and how Jenny does a great job harnessing the info and events and getting them out there. She reminded

everyone as soon as they get information on events to please get those out to Jenny or forward to Angie. She also encouraged the group to follow the FACVB and blog facebook pages.

Opportunities and Partnerships: Angie stated that since the new fiscal year is upon us, there are no opportunities at the moment, but will keep everyone updated as they come.

Group Sharing Information: Angie then wanted hear what was going on with everyone and started the group sharing;

- **Talia Rodriguez, Fayetteville Symphony**
 - **Symphonic Salute to the U.S. Armed Forces** – Sunday, May 28th, 7:30pm at Festival Park. This will be their 5th free concert and will also be featuring the Youth Symphony. Food trucks will also be on site.
 - Shared the Symphony’s new brochure; has all up-to-date performance information. The Symphony has also announced their new conductor as well.

- **Gabrielle Isaac-Allison, Methodist University**
 - **Methodist University Health & Wellness Expo** – Saturday, June 17th, 10:00am – 3:00pm at the Thomas R. McLean Health Sciences Building. A portion of the proceeds will benefit Operation Enduring Warrior.
 - **Methodist Fall Gallery Show** – David McCune International Art Gallery will host “Elemental”, a showcase featuring ceramic artist Akira Satake and painter Victoria Pinney. The showcase will open September 22nd and run through November 17th.

- **Mary Kinney, Arts Council**
 - **Public Works 2017** – Opens May 26th. Depicts subjects, styles and skill level of the community – this year is a record year with over 201 pieces.
 - **International Folk Festival** – September 22nd – 24th and will include 4th Friday. Next year (2018) will be the 40th anniversary.
 - **Work in Progress** – An exhibition of temporary public art installations throughout Downtown Fayetteville. Limited numbers of brochures are available with locations and art information on the 11 installations. Pieces will be switching out in October.
 - Mary also informed everyone that a new website was in the works for the Arts Council.

- **Lorena Contreras, Fayetteville Regional Airport**
 - Lorena mentioned that the airport was working on a new website and social media. They will also be working on adding programs to include booths set up by TSA for travel tips and partnering with local attractions, giving info and entertainment to travelers.

- **Taryn Hughes, Cape Fear Botanical Garden**
 - **Movie Night in the Garden; Moana** – Saturday, May 27th at 7:00pm. Rain or shine.
 - **Third Thursday; Piano Pizzazz** - Thursday, June 15th from 5:00pm – 9:00pm. Food truck will be on site.
 - **4th of July Celebration** – Sunday, July 2nd. Band, kid activities and food trucks on site.
 - **Third Thursday; Garden Folk** – Thursday, July 20th from 5:00pm – 9:00pm.
 - **Homegrown** – Saturday, September 23rd. Festival where local artists will be showcased.
 - **Heritage Festival** – Saturday, September 30th.

- **Leisa Greathouse, Museum of the Cape Fear**
 - **Sweet Tea Shakespeare** - Othello will run from June 1st – 4th, 11th and 15th – 18th; The Dark Lady of the Sonnets will run June 8th – 10th. Preshow begins at 6:45pm and shows begin at 7:30pm. All performances take place in the back of the Poe House. Concessions will be on site. Rain or shine with indoor performances held at St. Michael’s Catholic Church next door to the Poe House.

Angie again thanked everyone for their attendance and reminded them that as any event info became available, to please make sure they forward to Jenny or herself.

Please email your event details to either Jenny or Angie at jbelle@visitfayettevillenc.com or abrady@visitfayettevillenc.com.

~ Next Meeting ~

Thursday, August 17th, 2017 ~ 3:00 pm ~ FACVB, 2nd Floor Conference Room