



May 24, 2018
2nd Floor CVB Conference Room
Meeting Minutes

Members Present

Bureau: Jenny Bell, Jessica Bennett, Angie Brady, Myron Jones, Sarah Bracewell, Denise Comulada, David Nash, Stephanie Decatur

Members: L'Keisha Black, Carlette Benton, Ramona Moore, Beth Rivas, Carol Hogan, Michelle Williams

Guests: Rich Phaneuf

Summary / Group Information Sharing

Myron Jones called the meeting to order at 8:30 a.m. He welcomed everyone and thanked them for attending the meeting. He then asked attendees and the guest speaker to introduce themselves to the group.

Speakers

Rich Phaneuf – CEO of Association of Executives of North Carolina (AENC)

Rich Phaneuf has been a part of AENC since 2016 and is married with two sons and is originally from Connecticut. He has visited Fayetteville and is interested in what Fayetteville has to offer and an advocate for the city to push other organizations to come here for their next event.

Rich introduced himself and thanked the group for having him. He gave a high-level overview of what AENC is about; essentially it is the Association for associations. He explained that they have around 667 individual members that represent 212 associations apart of the organization that are represented by AENC. The organization is 62 years old and they are the most neutral, non-partisan organization. Their value proposition is who can they pull together and reach out to. Rich went into thorough detail about how they are a 501 (c)(6) organization. He mentioned if the hotels want to know how to get to know about an association that they are prospecting, he suggested to have them ask questions to the organization. He said it is key to care about having a relationship with

the association if they are going to win a bid; treat the groups with a trusting and caring relationship. Knowing who your buyer is and who their members are within the association is an important aspect of trying to win a business. Also, if a hotel knows that they cannot bid on something, it is recommended for them to call and recommend other hotels that can. This is important because it sends a message to the client that you are a reputable brand. Jenny Bell mentioned how she really enjoyed his TED Talk and got so much from his presentation. As a fun note, Rich mentioned how some hotels have brought in puppies and milkshakes to conferences that were a huge success for the groups they hosted.

Score Card

- Stephanie Decatur reviewed the Sales Department Score Card.
- Jessica Bennett reviewed the Tourism Department Score Card.
- Melody Foote reviewed the Communications Department Score Card.
- Denise Comulada reviewed the Visitor Center Score Card.

Visitor Profile

David Nash mentioned that the CVB's new website is coming soon and requested the hotels to send him any specials. He said it is important for the hotels to update their information. The new website will also be able to track clicks and views to see who is viewing which hotel. A press release will be sent out when the website is live. Other items that can be uploaded by the hotels via Extranet are pictures. Pictures should include the property, meeting spaces, amenities, etc. Update the amenities because it will update on the website.

Smith Travel Report

Angie Brady reviewed the Smith Travel Report.

Estimated Economic Impact (EEI) and Contracted Revenue

Stephanie reviewed the EEI and Contracted Revenue for pending, verbal definite and definite leads.

Tourism Report and New Products

Angie reviewed the Tourism Report and New Products.

- She asked for any July 4th specials. These events are on the CVB website. She also mentioned if they want any Cumberland County map to go to the Visitor's Center.
- She stated that they continue to do the content marketing with the 219 Group as well as the call tracking to county properties. She said they know the calls are coming in from the CVB's website to the properties. She mentioned that the CVB plans on keeping this program to help give insight to the hotels on who is clicking on their websites.

Communications Report

Melody reviewed the Communications Report. The engagement was high because the local and regional bloggers brought in a lot of traffic for National Beer Month. She mentioned one of the bloggers had such a great experience at one of the hotels that she wrote about it. Stephanie suggested to the group to check out Jenny Bell's GoFayetteville Blog. Also, all 5 breweries will be at the Blues 'N Brews Festival.

Visitors Center Report

Denise reviewed the Visitors Center Report.

Group Information Sharing

Stephanie asked the group if they have anything to share.

Next Meeting – June 21, 2018; 2nd Floor CVB Conference Room

Meeting Adjourned