



**Spring Lake United**  
**November 03, 2016**  
**Country Inn & Suites, Spring Lake**

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**Members Present:** Dee Johns; Curtis Worthy; Robbie Larreau; Sam Jones; Cathy Norham; Jennifer Craig; Kelly Smith; Jane Connolly; Pavan Patel; Kirk DeViere; Becca Stowe; John Meroski; Angie Brady; Jessica Bennett

**Members Absent:** Kimberly Wilkes; Anja Palasky; Nicole Blunt; Collen Bowers; Dev Rajababoo; Chris Rey; Vivek Tandon; Ammie Jenkins; William Wellons; Pavan Patel; Paula Maczak; Kimberly Wiley; James Day; Jennifer Combs; Tad Davis; Myron Jones

**Welcome:** John Meroski opened the meeting at 12:55pm and thanked all members present for attending and especially thanked Pavan Patel for hosting the meeting at the Country Inn & Suites. Pavan thanked everyone for attending and introduced the property's new GM Cathy Northam.

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

John again thanked everyone for attending the meeting and let Curtis Worthy start with giving an update. Mr. Worthy first wanted to thank the CVB for helping with the funding and distribution of the new Carvers Creek State Park brochures. John did remind everyone that the funding was part of a TDA grant that was only facilitated by the CVB but was extremely happy as to how well the brochures turned out. Mr. Worthy also mentioned that negotiations for land to house a water park located in Spring Lake was underway. Nothing is publicized as of yet but does want to create a survey that will be distributed throughout the county to assist in the feasibility

research. He also reminded the group that the Courtyard by Marriott will be opening soon and details of a grand opening and ribbon cutting would be coming soon.

John then introduced Kirk DeViere and Becca Stowe with 219 Group. Printed slides with campaign information for [www.NearlyFortBragg.com](http://www.NearlyFortBragg.com) were handed out and Kirk mentioned that he was excited with the success of the campaign. He walked through each slide; Web Remarketing, FB Advertising and Search Engine Marketing (see attached). He also touched on what to expect next and the three areas that they are continuously working on are; producing dynamic ads, reestablishing goals and implementing call tracking numbers. Kirk also reminded the group that whatever levels of information or data anyone was looking for, to please reach out and he would be sure to provide that information.

With no questions for Kirk, the Director of Spring Lake Parks and Recreation, Sam Jones introduced himself. This was Sam's first meeting, he thanked everyone for the warm welcome and made it known that he is excited and ready to do great things with his position. He reminded everyone of the upcoming Heroes Homecoming World War II Ceremony and Candle Light Walk, Friday 11/4 at 6:00pm, at Veteran's Memorial Park and asked the group to help spread the word and if available to please come. Sam also went through some of the upcoming Spring Lake events; 11/11 Spring Lake Veterans Day Ceremony-10:00am; 11/19 All About Fitness Dress for Success; 12/1 All About Fitness Toy Drive; 12/2 Draft for Winter Sports; 12/5 Spring Lake Christmas Tree Lighting Ceremony-6:00pm, Town Hall; 12/10 the 2<sup>nd</sup> Annual Breakfast with Santa- 9:00am – 11:00am, at the Ruth Street Recreation Center. Angie then wanted to thank the Spring Lake Parks and Recreation for their participation and dedicated work during Heroes Homecoming.

John reminded everyone that the Heroes Homecoming event was to honor and thank the veterans and at the end of the event, the CVB was then going to challenge the rest of the U.S. to do something for the veterans. The hope was for the CVB to be a catalyst in starting something great.

Next, Jane Connolly with Carvers Creek gave an update on the park and its condition after all the heavy rain and Hurricane Matthew. Jane explained that the park was still closed with hopes of it re-opening within the next few weeks. There was extensive damage done to the mill pond, as well as other structures throughout the property and hundreds of trees down. They have hired a private engineering firm to rebuild the dam to the pond but that it will take years to get the mill pond back. Thankfully there was no damage to the Rockefeller House. Jane then briefly touched on and reminded everyone of the \$5.7 million that was awarded through the NC Connect Bond. The plans are to make the Rockefeller House a Visitors Center with hopes in being able to rent the house out for special events. They also want to create better access to the house.

Angie then spoke on the program of work. She stated that the CVB was pushing forward on the Spring Lake Visitors Guide, that currently all locations were being verified for the maps. After that, maps will be put into the guides and then on to print. There are hopes for middle of December distribution. Once the printed guides were finished, a digital guide will be produced. She mentioned that the MWR banner add started out fast and furious but has slowed down a bit. The CVB took charge in looking at the all the unused features in Trip Advisor and will update further. Facebook continues to grow and reminded everyone to like the page and remember to share it. Angie then assured everyone that once the visitors guide is off the “to do” list, the group will discuss moving forward with other items in the program of work. She also reminded everyone and welcomed all to the CVB’s monthly Marketing and Sales meetings, held at the CVB every 4<sup>th</sup> Thursday, with networking starting at 8:00am and meeting beginning at 8:30am. Next Sales and Marketing Meeting is scheduled for Thursday January 26, 2017, at the Fayetteville Area CVB office at 245 Person Street, Fayetteville.

Lastly, Angie requested that all hotels please send in their availability now through next weekend, so it could be added to the CVB website and other social outlets. The CVB still wants to help and offer information to those displaced by Hurricane Matthew.

Angie asked if anyone had any questions or anything to share with the group and with nothing noted, John again thanked everyone for coming and adjourned the meeting at 1:55pm.

**Next Meeting:**

Please mark your calendars!

Thursday, February 2, 2017, 12:30 pm; **location to be announced.**