



Spring Lake United
November 02, 2017
Sleep Inn and Suites

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Members Present: Sam Jones; Pavan Patel; Kim Wilkes; Jennifer Craig; Kelly Smith; Suzanne Geiss; Paula Maczak; Angie Brady; Jessica Bennett

Members Absent: Monica Turner; Jane Conolly; Desiree Hoy; Cynthia Little; Dee Johns; Anja Palasky; Nicole Blunt; Kimberly Wiley; Collen Bowers; Dev Rajababoo; Chris Rey; Vivek Tandon; Ammie Jenkins; William Wellons; Jennifer Combs; Kirk DeViere; Myron Jones; John Meroski

Welcome: Pavan started the meeting at 12:59. He welcomed and thanked everyone for attending the final meeting of 2017. Before handing the meeting over to 219 Group, Pavan asked everyone to please think about suggestions for the group and what they expect for the following year. He requested any feedback be passed along fairly quickly, that he would be meeting with John in December.

October Minutes: There were no adjustments to the October meeting notes.

Pavan handed the meeting over to Suzanne with 219 Group, Kirk was not present. Suzanne passed around the handouts and reviewed the presentation. She started with the updated Native Ad – 5 Things You Never Knew About Spring Lake - previous campaign ended October 21st. She then reviewed the breakdown of numbers from month to month and covered Web Remarketing, Facebook Remarketing, Search Engine Marketing, Facebook Advertising, Native Advertising, Snapshot of 90 Day Native Ads, Call Tracking and You Tube Advertising – will discuss continuing - the 90-day campaign ended October 16th. Suzanne then went over the next steps in the campaign and made a point to address that they will be discussing other advertising and continuing with the CVB. She then asked if the group had any questions or concerns, and with nothing further to report handed the meeting back over to Pavan.

Please see attached report for detail.

Before moving forward Pavan questioned whether the group was targeting more leisure vs. business travel and if that was beneficial. Should Spring Lake be targeting more government business/contracts,

and should the group reallocate some of the funds they are spending to promote leisure travel on business travel?

Pavan then welcomed Sam to give the Parks and Recreation update; Sam mentioned that the Fall Festival over the past weekend went great and had an awesome turnout; he was excited to say that so far 65 have RSVP'd for the Yellow Ribbon Tribute Dinner for Heroes Homecoming – Thursday, November 9th, 6:30pm at the Spring Lake Community Center, he asked everyone to help spread the word in hopes to get that number up; the 2017 Annual Veterans Day Ceremony, Friday, November 10th at 9am, Veterans Park; Sam also reminded the group of the Heroes Homecoming week along with all the events that will be taking place; Chess Lessons begin in November for ages 5-18; Self-Defense program will be starting; still in the process of hiring a new Town Manager – assessments and interviews are being held at FTCC.

No Update from Chamber: Debra Clyde was absent.

In John's absence, Angie gave the CVB update; she quickly updated everyone on the upcoming Heroes Homecoming events. The first event was to take place that evening, Military Affairs Council of the Fayetteville Chamber was having a reception for Medal of Honor Recipients at ASOM, from 6:30pm – 8:30pm, the Veterans Day Parade would be Saturday, November 4th, Downtown Fayetteville and from there through November 12th, there would be events every day. She also mentioned that there was an article about the Missing Man Table Initiative in that days Fayetteville Observer newspaper. Angie also pointed out that she brought everyone a stack of the newly printed Spring Lake notepads. 219 designed the notepads to be used with the new guides and hopefully useful when interacting with guests and visitors. She asked the group to pick those up on the way out. Lastly Angie went over the CVB performance report and with no questions, handed the meeting back over to Pavan.

Pavan asked if the group had any questions or anything to discuss and reminded everyone to please send him any feed-back or suggestions before his meeting with John in December.

Before Pavan adjourned the meeting, Angie asked if January's meeting could be moved to the second Thursday, January 11th due to returning from the holidays. The group agreed.

With no questions or concerns, Pavan adjourned the meeting at 1:44pm.

Next Meeting:

Please mark your calendars! Thursday, January 11th, 2018, 12:30 pm; TBD.