



Spring Lake United
February 01, 2018
Spring Lake Recreation & Parks

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Present: Pavan Patel; Sam Jones; Kim Wilkes; Jennifer Craig; Kirk DeViere; Suzanne Geiss; Cynthia Little; Debra Clyde; Vanessa Bell; Paula Maczak; Vivek Tandon; John Meroski; Stephanie Deactur; Angie Brady; Jessica Bennett

Absent: Jane Conolly; Dee Johns; Anja Palasky; Nicole Blunt; Collen Bowers; Dev Rajababoo; William Wellons; Kimberly Wiley; Kelly Smith; Daniel Gerald; Larry Dobbins; Myron Jones

Welcome: Pavan started the meeting at 12:59. He welcomed the group and thanked everyone for their attendance.

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

Pavan handed the meeting over to Kirk with 219 Group, as Suzanne passed around the handouts of the presentation. Pavan did ask Kirk if there was a way to track spending vs. ROI? Kirk explained that the campaign is community driven, not property driven, so the metrics measure differently against the industry standard. Kirk also pointed out that it depends on how you define ROI, we basically are generating demand and cannot track down to the pixel. Kirk went over strategies more in depth and then handed the presentation over to Suzanne. She discussed Web and Facebook Remarketing, Search Engine Marketing, Facebook (February's focus, "Small Town, Big History") and Native Advertising, Call Tracking and YouTube Advertising (ad will end 2/20/2018 and will give full picture at May meeting). Suzanne did mention that the search engine conversions were coming. 219 Group cannot gather the information on their server and that Republik would be getting the conversion information together soon. She followed the updates by reviewing the next steps in the campaign and briefly went over the monthly and quarterly numbers. Some of the group did express concern with not being able to pull up the

Facebook page and Kirk said he would look into it. Pavan did ask again if there was a way to gauge overnight bookings once someone was redirected to a property. Kirk explained the difficulty but with all hotels agreeing to send top referring URL's, he will look in to that as well. With no other questions or concerns, and nothing further to report, 219 Group handed the meeting back over to Pavan. **Please see attached report for detail.**

No update from Town of Spring Lake – Daniel Gerald; absent.

Pavan then welcomed Sam to give the Parks and Recreation update; the Dr. Seuss Parade and Family Fun Day coming March 10th at 10:00am; Spring Fling will be April 14th at Mendoza Park; Football is kicking off; Statewide Athletic 8-10U Girls Basketball Tournament March 8th – 10th. Sam informed the group that there was now 4 staff positions Parks and Rec had vacant. He asked everyone to spread the word and that the positions were listed on the website.

Pavan then asked Debra to give the Chamber updates. She mentioned that the Chamber was working on a 5K Run for April 7th and that it would be a Chamber fundraiser. She does anticipate individuals from outside the area, so that would mean room nights coming. Lastly Debra wanted to remind everyone of the Business After Hours, being held at the Spring Lake Hampton Inn beginning at 5:30pm.

No update from Carvers Creek State Park – Jane Connolly; absent.

Before John gave an update for the FACVB, he did mention to everyone that Carvers Creek would be expanding the park by 17 miles. This would allow biking, horseback riding and other outdoor recreational opportunities. He also added that Smith Lake's expansion would be bringing more amenities, as well.

John then went into the FACVB update and mentioned that he and Pavan spent a lot of time speaking back in December and decided to take a step back and look at what was accomplished and what products were developed.

The survey that was sent out to the group; 21 surveys were sent out and only 7 returned. The purpose in the survey was to collect better data on where to go for the upcoming fiscal year. He also reminded the group that Spring Lake had more overnight visitors than population and that connecting with the visitors in positive way will only allow great things to happen.

After asking the group what they thought their focus should be, it was narrowed down to having the leisure side covered and to work on other products – 80% Government and 20% Leisure. It was also concluded that the group would like target the following markets:

Norfolk/Charlotte/Charleston/Fort Hood/DC/Richmond and to invest in billboards off Hwy's 87 and 24

– Debra said she would reach out to the NCDOT and gather information on issues, as well as check out a Legislative Day.

John then reviewed the expenses to date.

Before ending the FACVB update, John asked Stephanie to speak about a few groups. Stephanie mentioned that a lead was sent out on behalf of the National Beta Club and that there were no responses from the Spring Lake area. She asked everyone if they would please try and respond to her by end of day and explained why the group was of significance. Stephanie also touched on the upcoming Spartan Race, May 12th -13th; lead would be coming soon, she was waiting to hear back from contact.

Angie reminded the group that the next meeting would be March 1st and if there was anyone that would volunteer to have the group. Kim with Gateway offered the space.

Before Pavan adjourned the meeting, he thanked everyone for their time and the productive meeting.

With no questions or concerns, Pavan adjourned the meeting at 2:32pm.

Next Meeting:

Please mark your calendars! Thursday, March 1st, 2018, 12:30 pm; Gateway Inn & Suites.