

SALISBURY ROWAN COUNTY

Convention & Visitors Bureau
North Carolina

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SALISBURY ROWAN COUNTY CONVENTION & VISITORS BUREAU

204 E Innes Street, Ste. 120, Salisbury, NC 28144
800-332-2343 • 704-638-3100 • FAX 704-642-2011

Name: Destination Marketing Committee

Date of Meeting: May 4, 2017

Committee Chair: Thad Howell

Date of Next Meeting: June 1, 2017

Committee Members Attending: Thad Howell, Vivian Hopkins, Darrell Blackwelder, Amie Baudoin, Kelly Alexander, Gretchen Witt

Tourism Staff: Tara Furr, Lauren Litaker, Lesley Pullium

Not Attending: Michelle Patterson; Krista Osterweil,

Guest: None

Thad Howell called the meeting to order at 10:06 a.m. and welcomed everyone to the Destination Marketing Committee Meeting for April 2017.

Meeting Minutes:

Thad Howell asked if everyone had an opportunity to review the minutes. After minutes were reviewed Howell called for a motion to approve the minutes as presented:

Motion: Kelly Alexander made a motion to approve the minutes.
Second: Vivian Hopkins
Motion: Approved

Tourism Support Funds Requests

There were no Tourism Support Applications submitted to the Salisbury Rowan County Convention & Visitors Bureau for committee review.

Branding Update

Tara Furr reported that April has been a busy month with branding. Furr noted that the CVB Visitor Guide has been updated to reflect the brand and is being distributed to kiosk and other locations this week. Business card, envelopes and stationary has also been updated with the new RCCVB logos that incorporate Salisbury into the name, as requested by the RCCVB Board. Copies of the new materials were passed around for the committee to see.

Rowan County has put out their new annual report and staff assisted with providing photos and other materials needed for the report. A copy was passed around.

Furr provided some screenshots of the new RCCVB website prototype and Litaker reviewed those examples of the screenshots and explained some of the options that will be available on each page.

Furr provided examples of the new RailWalk banners that will go up along the RailWalk corridor with the branding colors and design for the committees review.

Marketing Updates

Lauren Litaker and the CVB staff reviewed with the committee a marketing report and discussed in depth the following areas:

1. Destination & Partnership Marketing
 - a. Visit NC Beer Month Partnership – Review of Co-op Print ads (14 publications)
 - i. Beer month package
 - ii. Social media advertising for beer month
 - iii. Instagram takeover (NC Craft Brewers) for New Sarum
 - iv. General PR coverage of beer month (Salisbury Post)
2. Marketing Support
 - a. The report is being expanded to include more information – no report this month.
3. Destination Incentive Packages
 - a. #611 Train Excursion
 - b. The TEXAS Returns
 - c. NC Beer Month Stay & Play
 - d. Day Out With Thomas
 - e. Cheerwine Centennial Celebration

4. Digital Marketing Platforms
 - a. VisitSalisburyNC.com numbers – April was high traffic month
 - b. Rowan County Road Trip, new destination eNewsletter – open rate is growing
 - c. Social Media Performance and Promotions – Cheerwine, Events, Hap’s Hotdogs, Strawberry season and beer month were the most popular posts
5. Public Relations
 - a. NC Beer month – worked with the breweries, The Salisbury Post, and VisitNC
6. Group Sales
 - a. Husqvarna group
 - b. Chamber of Commerce Association of Executives
 - c. In God’s Own Country/ German Theater Company & PPT
 - d. Southern Tandem Bike Rally
 - e. Little League World Series

Leads:

 - i. NC Main Street Conference 2019
 - ii. NC Museum Council Conference
 - iii. Norfolk & Western Railway Historic
7. Historic Trolley
 - a. Historic Salisbury Trolley Tour started April 1
 - i. Updated Script with additional sites
 - ii. Trolley Ticket featuring discounts at both breweries this season
 - b. Wedding Season
8. Visitor Services
 - a. Visitor Inquiries are up 24 % with 214 inquiries fulfilled in April

Additional Business

There being no additional business for the committee, Chairman Howell adjourned the meeting at 10:28 a.m.

Respectfully submitted by: Tara Furr, RCCVB