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ROWAN COUNTY TOURISM DEVELOPMENT AUTHORITY

204 E Innes Street, Ste. 120, Salisbury, NC 28144
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Name: Destination Marketing Committee

Date of Meeting: April 12, 2018

Committee Chair: To Be Appointed

Date of Next Meeting: May 3, 2018

Committee Members Attending: James Harvey, Annette Privette Keller, Darrell Blackwelder, Aaron Kepley, Amie Baudoin, Gretchen Witt, Kelly Alexander, Mollie Ruf

Not Attending: Krista Osterweil, Vivian Hopkins, Michelle Patterson

Tourism Staff: James Meacham, Tara Furr, Lesley Pullium

Tara Furr called the meeting to order at 10:00 a.m. and welcomed everyone to the Destination Marketing Committee Meeting for April 2018.

Meeting Minutes:

After minutes were reviewed, Furr called for a motion to approve the minutes as presented.

Motion: Gretchen Witt made a motion to approve the minutes.
Second: Kelly Alexander
Motion: Approved

Destination Marketing Report

James Meacham presented the destination marketing report for March. The trolley rentals and tours are beginning to pick up with ridership already at 1,000, year-to-date. Several advanced bookings have been taken for the Saturday historic tours and regular winery tours will take place in September.

Next month the Norfolk & Western Railway Historical Society will be in town. In addition, the primary facilities have been secured for the Main Street Conference in March of 2019.

The Day out with Thomas incentive package is up on the website, and call volume is beginning to pick up. The package has changed slightly this year with an option of a gift certificate versus free tickets. Also, the NC Beer Month and Earth Day Jam packages are taking place throughout April.

Mollie Ruf stated the digital marketing is ramping up with more activities and events in the works. Content is being posted daily on the website and social media. In addition to digital, there are various ads being published and radio spots are being utilized, including 97.3 FM.

Arts & Ag

Furr shared the new Arts & Ag brochures, which highlights the various events and also acts as a map for an easy way to locate each event. The first event at Gold Hill had to be cancelled due to bad weather, but the plan is to transfer some of the vendors, entertainment, and activities to the upcoming Tractors & Trains event at the NC Transportation Museum this weekend. T-shirts have been printed and distributed for staff to wear at the TDA tent.

Furr also shared a new poster for the Farm to Table dinner event at Patterson Farms, coming up May 12th. Ruf shared the five course menu with the group, which will include hors d'oeuvres, salad, a beef, chicken or vegetarian entrée, and strawberry shortcake for dessert. Each ticket allows a guest 3 drinks, including wine and beer. Additional drinks can be purchased. New Sarum and Morgan Ridge are planning to brew special beers for the event. James Harvey went over the Salisbury Symphony's program for the evening, including an ensemble, a trio, and southern gospel hymns. TDA and Patterson Farms staff will be in attendance to help with the event.

There are several Stay & Play packages in place to accompany the Arts & Ag events. The Fork & Vine Package allows the visitor an option between the Farm to Table event or the Riot at Walnut Hill event since they fall within a week of one another. With one overnight stay the guest will receive one free ticket to Farm to Table or two free tickets to Riot at Walnut Hill. With two overnight stays, both packages will be doubled. In June there will be an Arts & Ag Farm Tour Package, which includes a Rowan County welcome basket and complimentary trolley tour tickets. This event is already sold out.

Amie Baudoin shared the dates for the Brew Festival will be September 14th-15th. In addition, the Germanfest, at the Rowan Museum, will also take place the same weekend on Saturday from 11am - 4pm, with a patron's party on Friday evening.

Other Business

Furr and Meacham have been developing the budget for marketing, programming, and staff structure for the next fiscal year. Fixed costs have been incorporated, with roughly \$185,000 left to work with. Furr is working on the description for the new marketing position, and the goal is to have that position filled by July 1st.

Meacham shared a promo video about what to expect for the Main Street Conference in March 2019.

Adjourn

With no additional business, the meeting was adjourned at 11:00 a.m.

Respectfully submitted by: Allyson Teague, RCTDA