



SALISBURY, NORTH CAROLINA

Be an original.

ROWAN COUNTY TOURISM DEVELOPMENT AUTHORITY

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: February 8, 2018

Committee Chair: To Be Appointed

Date of Next Meeting: March 1, 2018

Committee Members Attending: Annette Privette Keller, James Harvey, Darrell Blackwelder, Vivian Hopkins, Gretchen Witt, Michelle Patterson, Amie Baudoin, Kelly Alexander

Not Attending: Krista Osterweil, Aaron Kepley

Tourism Staff: James Meacham, Lesley Pullium, Mike Miller, Mollie Ruf

James Mecaham called the meeting to order at 10:00 a.m. and welcomed everyone to the Destination Marketing Committee Meeting for February 2018.

Meeting Minutes:

After minutes were reviewed, Meacham called for a motion to approve the minutes as presented:

Motion: Vivian Hopkins made a motion to approve the minutes.
Second: Michelle Patterson
Motion: Approved

Destination Marketing Report

Meacham reviewed the January 2018 Destination Marketing Report. The tourism investment chart has been reset with preplanned estimated events, including Wine about Winter, Fine Arts Conference, Little League, Dragon Boat, Day out with Thomas, and Polar Express. Around 2600 room nights and \$120,000 are slated to support the events.

Destination Marketing Committee Minutes
February 8, 2018
Page 2

The Wine about Winter incentive package generated 17 room nights. Digital platforms continue to trend up in comparison to January 2017. In addition, there have been a lot of public relations in January, including an Our State Magazine feature about the NC Transportation Museum. UNCTV will be visiting next week to do a story on Salisbury and the arts, including the Railwalk district, the Sculpture Show, and merchant related artists. Davis Cooke will be working with them to answer questions about the arts in Salisbury.

Meacham stated that Lauren Litaker, Director of Marketing, will not be returning to the TDA after maternity leave.

Meacham reviewed the importance of the Rowan Originals awards for frontline workers in the community. The winners received a collective \$5,000. Meacham shared the video put together highlighting the winners.

Tourism Support Request

Tilley Harley Davidson has requested funding for the annual Biker & Blues BBQ Rally. The non-ticketed event takes place on September 15th and 16th and is expected to generate 200 room nights. The funding request is for \$3,000, which would include \$2,000 for hospitality and \$1,000 in lodging.

Motion: Amie Baudoin made a motion to approve the Tilley Harley Davidson funding request as presented.
Second: Michelle Patterson
Motion: Approved

Miller Davis Marketing Update

Mike Miller updated the group on current marketing efforts. Social media and digital campaigns are still going strong. The Wine about Winter event brought in 1,050 tickets, which was 700 more than last year. The Weather on the Ones spots are continuing and the radio spots will pick back up in the spring. In addition, new surveys will be going out to downtown merchants to receive feedback for next quarter.

Arts & Ag

Meacham distributed a general internal document that highlights the signature events to take place for Arts & Ag. Miller went through the different aspects of the document, including the theme of "Kinda Country Kinda Cool". The kickoff event will take place at Gold Hill on April 7th, including breweries, wineries, food trucks, artisans, kid's activities, strolling entertainers, etc. Another signature event is a farm-to-table dinner and show by the Salisbury Symphony at Patterson Farm. Tickets will cost \$75 per person and \$125 per couple. All revenues will be

Destination Marketing Committee Minutes
February 8, 2018
Page 3

donated equally to Future Farmers of America and the Rowan Arts Council. The closing Kaleidoscope event will be held at the NC Research Campus in Kannapolis on November 3rd.

General overall marketing will begin late February and early March. A map will be generated to pinpoint locations and outline details for each event. Also, a mobile visitor booth will be present at each event with information about the county for guests, which will be specifically branded for Arts & Ag. For additional marketing, billboards will be placed throughout the county.

The Arts & Ag Farm Tour, on June 2nd and 3rd, is modeled after the South Carolina Arts & Ag Farm Tour, which has grown to 13 counties. It is a visitor friendly event and is meant to drive overnight guests. The Theatre at the Farm will take place at Patterson Farm in partnership with Norvell children's theatre.

Initial press releases have already gone out. A website called Rowan County Weather will be partnering with Miller Davis to publish a blog on the forecast page to highlight Arts & Ag events each month. All TDA e-newsletters will include Arts & Ag promotions and the website photos and features will reflect the events. Darrell Blackwelder suggested the group reach out to churches to include Arts & Ag information in weekly service bulletins. This will reach out to families all across the county.

Other Business

Amy Baudoin inquired about a way to highlight the special needs individuals in the community, including EC classes and the SOAR program. Meacham suggested to tie the service industry awards in with this effort. Michelle Patterson shared various events Patterson Farm has started specifically for children with special needs.

Adjourn

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

Respectfully submitted by: Allyson Teague, RCTDA