

VISIT ROWAN COUNTY

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: June 1, 2017

Committee Chair: Thad Howell

Date of Next Meeting: September 7, 2017

Committee Members Attending: Thad Howell, Darrell Blackwelder, Amie Baudoin, Kelly Alexander, Krista Osterweil

Tourism Staff: James Meacham, Tara Furr, Lauren Litaker, Lesley Pullium

Not Attending: Vivian Hopkins, Gretchen Witt, Michelle Patterson

Guest: None

Thad Howell called the meeting to order at 10:08 a.m. and welcomed everyone to the Destination Marketing Committee Meeting for June 2017.

Meeting Minutes:

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: Krista Osterweil made a motion to approve the minutes.
Second: Kelly Alexander
Motion: Approved

Tourism Support Funds Requests

Tara Furr presented the tourism support funds requests from Downtown Salisbury, Inc. and the Chamber of Commerce.

- 1) DSI: The Beer Fest is being moved from August to September and will be a Saturday event. Other breweries from out of town will be brought in. DSI is asking for \$500 for local hospitality and 10 room nights for bands and brewers. The value for two tickets is currently \$90, which is a little higher than what is typically awarded.

Motion: Krista Osterweil made a motion to approve the DSI fund request with one ticket, instead of two.

Second: Kelly Alexander

Motion: Approved

- 2) Chamber of Commerce: The Chamber's request is for a \$2,000 rental fee for the Shriner's Club during the Dragon Boat Festival. The group discussed that the grant request to cover the rental fee does not meet the criteria. However, it might be a good idea to meet with the Chamber and see if there is something else the DMC can do, such as hospitality opportunities. The request will be tabled until further review.

Marketing Updates

Furr stated that May was a fairly typical month for the CVB, with efforts focusing on social media and the new website. Meetings are continuing with partners to develop the new brand, including working with DSI to create a new branded downtown map.

- 1) Completed packages in May:
 - a. Cheerwine Centennial Celebration: There were 9 room nights associated with this package and Cheerwine estimated an attendance of 30,000 people. 40,000 cans of Cheerwine were given out that day. The estimated economic impact was \$730,000. Kelly Alexander mentioned a CVB tent would have been a good idea for the event. James Meacham stated the CVB partnered with Our State, who had a welcome center tent. In the future, Meacham would like to consider a mobile tradeshow setup for the CVB, in order to have a presence at more events.
- 2) Current packages:
 - a. Day out with Thomas package with the NC Transportation Museum: 2 tickets for every room night
 - b. Salute to the Troops: Military through the Ages with the NC Transportation Museum: 2 tickets and a train ride for every room night and an additional \$25 gift certificate to the NCTM gift shop

- c. In God's own Country with Piedmont Players on October 12th - 15th and October 18th - 21st. Piedmont Players has partnered with a German theater group to celebrate the 500th anniversary of the Reformation. Lodging for the cast will equal approximately 450 room nights. The package includes 2 tickets for every room night and for every 10 room nights, an additional \$100 gift card will be included.
- 3) Group Sales:
Continuing to work with fall groups, including the Little League World Series, Southern Tandem Bike Rally, Piedmont Players, and the Cornish Jack group.
- 4) Arts & Ag Initiative:
Furr has been meeting with partners to sort out events to be involved with Arts and Agriculture. There is a meeting in the works with breweries about a 2018 beer month collaborative event, which would be the kickoff for Arts & Ag.
- 5) Historic Trolley:
Trolleys are going strong with a busy July coming up. Lesley Pullium is assisting Furr with the trolley scheduling.

Budget

Meacham addressed the budget for next year. Currently the committed funding for the Destination Marketing Program is \$185,000 with a projected increase of 15%. There is about \$110,000 in the budget not committed to anything specifically, but it focuses on Arts & Ag costs, an initiative to run a regular shuttle service, and community marketing.

Infrastructure

Meacham stated the CVB will stick with its current team into the coming months, after losing Natasha Simmons and Mary Scott Norris, to see what the demands and needs will be. This will give staff time to figure out the right fit for the position.

County Website

The county uploaded a new website and asked if the CVB would review the page for feedback. The visiting section needs to be updated. Lauren Litaker stated there is a direct link to the CVB's website from the county website. In addition, there are several subsections within the visiting section, including a cities & town's page, maps & directions, transportation avenues within the county, and weather. The group discussed other additions that would be beneficial to the county's site, including calendar of events, things to do, major attractions, photographs, why someone should visit, boat access, lodging, dining, and local farms. Arts and culture links could also be added, such as the Rowan Arts Council site. Litaker suggested the links could open in a new window. Furthermore, Kannapolis and Gold Hill need to be included on the cities & towns page.

Additional Business

There being no additional business for the committee, Chairman Howell adjourned the meeting at 10:50 a.m.

Respectfully submitted by: Tara Furr, RCCVB