

VISIT ROWAN COUNTY

SALISBURY, NORTH CAROLINA

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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: June 7, 2018

Committee Chair: To Be Appointed

Date of Next Meeting: September 6, 2018

Committee Members Attending: Krista Osterweil, Aaron Kepley, Michelle Patterson, Gretchen Witt, Vivian Hopkins, Darrell Blackwelder, Kelly Alexander

Not Attending: Amie Baudoin, Annette Privette Keller

Tourism Staff: James Meacham, Tara Furr, Lesley Pullium

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

Meeting Minutes:

After minutes were reviewed, Furr called for a motion to approve the minutes with a correction that Aaron Kepley was not present at the previous meeting.

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

Tourism Support Requests

The Chamber of Commerce has requested 18 room nights for staff members working the Dragon Boat Festival on July 28th. In addition, hospitality support has been requested for a staff and volunteer luncheon and an in-kind reservation for the trolley.

- Motion: Krista Osterweil made a motion to approve the Chamber of Commerce funding request up to \$3,000 with the TDA listed as a sponsor of the Dragon Boat Festival.
- Second: Kelly Alexander
- Motion: Approved

Downtown Salisbury Inc. is hosting the Brewbury Festival in September and has requested \$1,000 in hospitality for brewers and bands, as well as an overnight package and lodging support.

- Motion: Gretchen Witt made a motion to approve the Downtown Salisbury Inc. funding request as presented, with lodging support up to \$1,000.
- Second: Krista Osterweil
- Motion: Approved

Destination Marketing Report

Tara Furr stated the trolley program has been very busy during the spring season, with a May ridership of 268, 4 advanced bookings, and 58 room nights associated. With regard to visitor services, there were 27 inquiries fulfilled in May and the kiosk program continues to reach visitors throughout the county.

Group sales are shaping up with the Main Street Conference being planned for March of 2019 and the Southeastern Little League tournament will return in July. The Senior Law Council Group will be meeting in November and the American Legion will be hosting a tournament here next weekend. James Meacham shared the Little League is retuning for a 3rd year and the TDA is hopeful to continue this relationship into the future.

The Day out with Thomas package is taking place right now and the Polar Express package will go on sale July 18th. The TDA team is beginning to prepare for the influx of calls for the Polar Express.

With regard to the website, more people are viewing the content from a mobile platform and May users were just over 32,000. The e-mail newsletter views were a little higher on desktop platforms versus mobile. There has been an increase in growth with Facebook and Instagram, with a focus on the Arts & Ag initiative.

Arts & Ag

Furr stated there was great participation in the recent Farm Tour event. Michelle Patterson thanked everyone who helped promote the Farm Tour. Each site had a sign in sheet, so a total number of visitors will be compiled soon. Patterson shared that a lot of local people visited farms

they've never been to before. Furr also stated the volunteers did a wonderful job managing the various tasks at hand. Meacham shared the Farm-to-Table event raised \$6,000 to split between the schools and the arts. Upcoming Arts & Ag events include Farmers Day in China Grove on July 21st and the Brew & Choo Festival at the NC Transportation Museum on August 11th.

New TDA Position

Furr shared a good candidate has been identified for the new marketing position and phone interviews have recently began. The candidate is a local to Salisbury and looks forward to promote her hometown. The hope is for the candidate to begin in the new position by mid-July.

Other Business

With an expected influx of calls for Polar Express the TDA part-time front desk staff will be scheduled for extra days. This will allow Jeff Trantham and Allyson Teague to work together on fulfilling the incoming call requests.

Meacham shared with the group that the Board of Commissioners has increased funding to the Rowan Arts Council by \$10,000. The goal is to get the county's funding to match the city's funding.

In addition, Meacham stated the final marketing budget for 2018-2019 will be revised upward a bit, moving from \$340,000 to \$360,000. This increase is due to additional funding for various programs and restructuring of the partnership with DSI, where the TDA will run DSI's digital marketing.

Kelly Alexander stated the City of Salisbury did an excellent job with the Cheerwine Festival. The NC Transportation Museum had a booth at the festival and experienced a huge turnout. There was an estimate of about 30,000 visitors attending the festival.

Adjourn

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

Respectfully submitted by: Allyson Teague, RCTDA