

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: May 3, 2018

Committee Chair: To Be Appointed

Date of Next Meeting: June 7, 2018

Committee Members Attending: Kelly Alexander, Vivian Hopkins, Annette Privette Keller, James Harvey, Krista Osterweil

Not Attending: Michelle Patterson, Darrell Blackwelder, Amie Baudoin, Gretchen Witt

Tourism Staff: James Meacham, Tara Furr, Lesley Pullium

Tara Furr called the meeting to order at 10:05 a.m. and welcomed everyone to the Destination Marketing Committee Meeting for May 2018.

Meeting Minutes:

After minutes were reviewed, Furr 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

Marketing Budget

Furr presented the 2018-19 proposed marketing budget. The general budget allocation is \$372,500, which includes additional costs for marketing staff, programs, infrastructure, sales and services. \$60,000 has been allocated for a new staff position and \$145,000 has been allocated for group and tourism support. A little over \$72,000 has been allocated for digital marketing and infrastructure. In addition, \$30,000 is included for marketing towards the brand. There is approximately \$48,000 worth of flex funding to operate throughout the year. Meacham stated the

marketing budget will be presented to the Board, with a final vote to take place in June. Kelly Alexander inquired about the Arts & Ag Initiative continuing in the future. Meacham would like the committee to discuss the growth of Arts & Ag once more of the events have taken place and everyone has more time to evaluate the positives and negatives.

Tourism Support Requests

Downtown Salisbury, Inc. has requested funding for the Cheerwine Festival, taking place May 19th. The request is for hospitality for bands and volunteers, up to \$1,000.

Motion: Krista Osterweil made a motion to approve the DSI funding request as presented.
Second: Kelly Alexander
Motion: Approved

Salisbury Pride has requested funding for the Salisbury Pride Festival, taking place June 23rd. The request is for 16 room nights, up to \$1,800-\$1,900.

Motion: Kelly Alexander made a motion to approve the Salisbury Pride funding request as presented.
Second: Vivian Hopkins
Motion: Approved

Cheerwine Festival

Meacham updated the group on the Cheerwine Festival. The TDA met with DSI about assisting with the festival, however a clear marketing plan has not been implemented. The city has included information on their website and the band schedules are being finalized this week. Cheerwine's marketing consists of existing 10 second radio spots at this time. There are general infrastructure concerns where the cost of the festival may have exceeded the budget. There may not be enough volunteers to handle 20,000 - 30,000 people. The TDA will focus energy on PPC and digital to assist with the festival. Last year Cheerwine was free, and this year guests will be charged 50 cents, which will be partially donated to Rowan Helping Ministries.

Destination Marketing Report

Tara Furr reviewed the marketing report for May. The trolleys are continuing to do well with April ridership at 222 and revenue just under \$1500. In addition, TDA staff are in the process of distributing the Arts & Ag brochures to kiosks throughout the county.

One incentive package for April was Flights and Pints, with 20 associated room nights. Also, the Earth Day Jam package took place in April with 1 room night associated. Currently, the Day out with Thomas package is up and running, with 19 room nights booked so far.

The website continues to see growth and the e-newsletter has been steadily pushing the Arts & Ag initiative. Social media posts have been popular recently, especially with regard to New Sarum Brewing and Patterson Farm stories.

Arts & Ag

The Tractors and Trains event at the NCTM was a big success, with a little over 2,000 attendants. The Farm to Table event will take place on May 12th and ticket sales are going well. Meetings have been taking place about Brew & Choo, which will be held at the NCTM on August 11th. The Pops at the Post event and Farm Tour Weekend will both take place the first weekend of June. Around \$2,000 has been given in sponsorship to support the Farm Tour event, which involves 12 farms throughout the county. Some items may be added to the September event in Gold Hill due to the cancellation in April. There are upcoming meetings for Farmer's Day in July and the Tomato Festival in August.

Adjourn

With no additional business, the meeting was adjourned at 10:50 a.m.

Respectfully submitted by: Allyson Teague, RCTDA