

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: November 1, 2018

Committee Chair: To Be Appointed

Date of Next Meeting: January 10, 2019

Committee Members Attending: Kelly Alexander, Darrell Blackwelder, Annette Privette Keller, Amie Baudoin, Gretchen Witt

Not Attending: Michelle Patterson, Aaron Kepley, Vivian Hopkins, Krista Osterweil

Tourism Staff: James Meacham, Tara Furr, Sarah Michalec, Allyson Teague

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

Meeting Minutes:

Furr called for a motion to approve the October 2018 minutes as presented.

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

Destination Marketing Report

Furr presented the Destination Marketing Report. Trolleys have been very busy this fall. For October, ridership is a little over 1,800 and YTD ridership is around 5,500. A trolley will be on display at the final Arts & Ag event in Kannapolis this weekend, and will also be available to provide free rides for guests.

With regard to packages, Day out with Thomas finished strong again this year. In addition, the Polar Express package calls have increased over the past week and so far there are 437 packages and 558 room nights.

A potential partner for future group business is the Railroad Passenger Car Alliance with a conference at the NC Transportation Museum in January of 2021. This event would bring a projected 500 room nights.

The Salisbury Post ran a great story about Piedmont Players' rendition of Charlotte's Web, which took place at Patterson Farm. In addition, there were 12 media assists and 17 media placements.

Sarah Michalec shared the digital report with the group. The website is doing very well and will soon include lots of information about holiday events. Time spent on site continues to increase, especially with the Polar Express package. Partners are doing a great job of submitting events to include in the calendar. Also, there has been a lot of engagement on social media, including Facebook, Twitter and Instagram. James Meacham stated the community calendar, in partnership with the Salisbury Post, has shown positive engagement and continues to grow.

Furr shared 515 tickets were sold for Theater at the Farm, which showcased Charlotte's Web by Piedmont Players. Most tickets were sold in advance and 83 were sold at the door. There were two shows on Saturday and two shows on Sunday. The Kaleidoscope festival in Kannapolis is the last Arts & Ag event for 2018. The wineries and breweries will be represented and 80 vendors have signed up so far. The Salisbury Symphony will be playing, as well as other strolling entertainment.

Arts & Ag 2019

Furr stated there have been many requests to continue Arts & Ag in 2019. All 2018 participants are on board to continue. Furr shared a tentative proposal for 2019, including NC Beer Month in April, Tractors & Trains and Choo & Brew at the NC Transportation Museum, Farm to Table at Patterson Farm in June, Theater at the Farm, and Kaleidoscope. After some discussion, the group agreed on the continuation of Arts & Ag in 2019. In addition, there could eventually be a possible partnership across state lines with South Carolina's Ag & Art farm tour.

Adjourn

With no additional business, the meeting was adjourned at 10:45 a.m.

Respectfully submitted by: Allyson Teague, RCTDA