

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: October 4, 2018

Committee Chair: To Be Appointed

Date of Next Meeting: November 1, 2018

Committee Members Attending: Annette Privette Keller, Aaron Kepley, Darrell Blackwelder, Vivian Hopkins, Amie Baudoin, Gretchen Witt, Krista Osterweil

Not Attending: Michelle Patterson, Kelly Alexander

Tourism Staff: Tara Furr, Lesley Pullium, Sarah Michalec

Tara Furr called the meeting to order at 10:00 a.m. and welcomed everyone to the Destination Marketing Committee Meeting for October 2018.

Meeting Minutes:

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

Motion: Vivian Hopkins made a motion to approve the minutes.
Second: Darrell Blackwelder
Motion: Approved

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

Motion: Vivian Hopkins made a motion to approve the minutes.
Second: Darrell Blackwelder
Motion: Approved

Destination Marketing Report

Furr presented the Destination Marketing Report. The trolleys have been very busy so far this fall, especially with weddings and special events. Ridership for September was a little over 1,500. The Winery Tour was a success with guests visiting two wineries per weekend, alternating each Saturday. The TDA hopes to make the Winery Tour a regular trolley tour in the future and will meet with each winery to discuss details.

With regard to Visitor Services, 34 inquiries have been fulfilled. Kiosk calendars will soon be switched to promote upcoming holiday events.

The Day out with Thomas package has concluded with the last day of the event coming up this weekend. There are 235 room nights and 173 packages associated with Day out with Thomas, which surpasses the numbers from last year. The Polar Express package calls have picked up, with 335 room nights and 259 packages so far. The packages include all lodging properties in Rowan County, so the TDA will need to include alternate options to the website, such as VRBOs. The TDA plans to have a meet-and-greet with lodging properties so everyone is aware of the packages being offered.

With regard to group sales, the TDA is continuing to work with the Main Street Conference for 2019. In addition, there will be a meeting soon about the NC Fine Arts Conference.

As a reminder, the TDA has a partnership with the Salisbury Post regarding a community calendar. The views for September were a little over 5,000, and year-to-date there were almost 15,000 views for the community calendar.

Sarah Michalec updated the group on digital marketing. The website continues to do well with the average time on site increasing 13 seconds since August, especially with fall events and packages being available. Social media, including Twitter and Instagram, continues to grow as well.

The Arts & Ag Theater at the Farm program will take place next weekend at Patterson Farm with a production of Charlotte's Web by Piedmont Players. Ticket sales are going very well, and are likely to be sold out. There have been many questions about the continuation of Arts & Ag after the ending Kaleidoscope event in Kannapolis. Furr asked the group to contact the TDA to share thoughts and ideas for the future of the Arts & Ag initiative.

Other Business

When the hurricane came through, the State of NC asked TDAs to share the availability of lodging properties on a daily basis to help accommodate evacuees. The hoteliers and lodging

properties assisted in this effort and a master list was kept in order to keep track of available rooms.

Adjourn

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

Respectfully submitted by: Allyson Teague, RCTDA