

VISIT ROWAN COUNTY

SALISBURY, NORTH CAROLINA

Be an original.

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: September 6, 2018

Committee Chair: To Be Appointed

Date of Next Meeting: October 4, 2018

Committee Members Attending: Darrell Blackwelder, Amie Baudoin, Kelly Alexander

Not Attending: Michelle Patterson, Annette Privette Keller, Krista Osterweil, Aaron Kepley, Gretchen Witt, Vivian Hopkins

Tourism Staff: Tara Furr, Lesley Pullium

Due to unforeseen circumstances, there is not a quorum for the September Destination Marketing Committee meeting. Tara Furr presented the tourism support requests for present members and will e-mail copies of the applications to the remainder of the committee to vote on. Minutes from the June meeting will be voted on during the October 4th meeting.

Tourism Support Requests

The Chamber of Commerce has requested lodging, hospitality, and an overnight visitor package for a guest from the Outer Banks Chamber of Commerce. This request does not result in an economic impact for Rowan County, so Furr suggested the support come from unallocated funds within the budget. The committee agreed to approve the request and will continue to address this type of application on a case-by-case basis in the future.

Dan Nicholas Park is requesting 5 rooms and 8 room nights for volunteers of the Autumn Jubilee.

Motion: Kelly Alexander made a motion to approve the Dan Nicholas Park funding request as presented.

Second: Darrell Blackwelder
Motion: Approved

RCCC is requesting support for the 2019 Fine Arts Conference. This would include \$1,000 for hospitality, \$1,000 for lodging, and a package offering free registration to the first 34 individuals to secure a 2 night stay in Rowan County.

Motion: Kelly Alexander made a motion to approve the RCCC funding request as presented.
Second: Amie Baudoin
Motion: Approved

Lee Street Theatre is requesting 9 room nights for bands attending throughout the upcoming season.

Motion: Darrell Blackwelder made a motion to approve the Lee Street Theatre funding request as presented.
Second: Kelly Alexander
Motion: Approved

Other Business

The County approved \$80,000 to support local marketing with the “Be Original” brand. The taskforce had 6 firms to apply to assist with the marketing and Miller Davis won the bid. The taskforce includes a TDA representative (Tara Furr), the EDC, RCCC, Novant Health, and China Grove.

Winery tours have started this past weekend, with 10 people participating. The wineries will be divided up and rotated so that participants will visit two locations each Saturday of the month during October. The hope is to grow into a regular winery tour.

Furr briefly updated the group on the marketing report and about the new TDA employee, Sarah Michalec.

Adjourn

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

Respectfully submitted by: Allyson Teague, RCTDA