



SALISBURY-ROWAN COUNTY CONVENTION & VISITORS BUREAU
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 5, 2015

Committee Chair: Krista Osterweil

Date of Next Meeting: December 3, 2015

Committee Members Attending: Thad Howell, Krista Osterweil, Justin Dionne

Tourism Staff: Tara Ludwig, Melissa Murguz, Stephanie Centeno, Allyson Teague

Attending Guests, Liaisons, and Officials: Karen Windate

Not Attending: Suzanne Jones, Kelly Alexander, Gretchen Witt, Michelle Patterson, Vivian Hopkins

Krista Osterweil called the meeting to order at 10:05 AM.

Approval of the Minutes:

Motion: Thad Howell made the motion for the approval of the October 1, 2015 minutes.

Second: Justin Dionne

Motion: Approved

Branding and Digital Infrastructure Update:

Tara Ludwig informed the committee that Steve Chandler of Chandlerthinks met with city leaders and executives to talk about the branding process. Everyone was excited and ready to get started after the meeting. Chandler's team will be visiting Salisbury the week of November 17th and then again from December 7th through December 12th for scheduled focus groups and individual interviews.

The Aristotle team visited Salisbury from October 6th through October 12th and will return December 9th through December 13th for a holiday photoshoot. The SRCCVB marketing team held a conference call with Aristotle to talk about the planning and discovery phase in order to

get on the same page and make plans for moving forward. All questions were addressed during this call.

Ludwig conveyed the SRCCVB held a conference call and demonstration on Tuesday, November 3rd with Simple View to discuss the implementation of a new CRM. This new CRM would be extremely helpful for the SRCCVB with continued growth to make everything more efficient, especially with reporting. Simple View is in the process of getting numbers and pricing to James Meacham. There will also be an additional demonstration on Friday, November 6th about an additional dashboard feature for the CRM.

Trolley

Ludwig stated that Melissa Murguz has continued to do very well managing the trolley program.

There was a lot of positive feedback from the Wickedly Witty Tour. The only change being discussed for the future is the family tour at 6:00pm due to no ticket sales. Since this tour was scheduled around dinnertime, it may have dissuaded people to participate. Moving forward, the Wickedly Witty Tour may not take place just during the month of October, but possibly in conjunction with the DSI events on the first Friday of every month. New tours are also being planned. Dionne said the Wickedly Witty Tour was a success, especially for its debut into the trolley program. Participants were excited to bring alcohol on the tour, so the family tour may be removed altogether and just offer adult tours.

Partnership Marketing

Homes and Harmonies ended up generating 13 total packages. Currently, there is an estimate of 92 overnight stays for the upcoming Polar Express event at the NCTM. The SRCCVB can sell car one and car two tickets, which are almost sold out at this point. This week has been very busy with calls for the Polar Express. Fishers of Men are in town this week and Ludwig will meet with them today to help them get started with registration and dinner this afternoon. The SRCCVB is continuing to work with AACA, which will be coming up in 2016.

Digital Marketing

Social media has dipped slightly during the month of October. This is due to social media management being transitioned over to Stephanie Centeno. Ludwig doesn't foresee this being a problem now that the transition has taken place and will look forward to a steady rise throughout November.

Ludwig visited about 45 locations for the photoshoot with Aristotle during their stay in Salisbury. Aristotle will be coming back December 8th through December 12th in order to capture

some holiday happenings. During their second visit Ludwig has a goal to focus on the downtown area, especially inside merchants and restaurants.

Holiday Marketing

The SRCCVB has changed direction with holiday marketing this year because Staff has been so busy with the current branding and digital projects. A decision was made not to do a co-op, but to execute more of a general awareness marketing campaign to expand the recognition of Rowan County's holiday events. Staff is planning to bring back Hap, the Elf on the Shelf. Centeno will take photographs of Hap in various locations throughout Salisbury and Rowan County. Scrooge's Christmas marketing reach and ticket sales will be extended while working with Aristotle. The original plan was for an overnight package, but Aristotle didn't feel comfortable running the package on their website because they need to be able to show their return on investment and this is a test marketing campaign. SRCCVB staff will be creating an overnight package for the holidays.

The SRCCVB is extending the overall awareness for the holidays by partnering with WBTV and Creative Loafing. This will greatly extend the marketing reach and help highlight a different audience. There is a \$5,000 budget in place to pursue the aforementioned goals and Ludwig presented the design for the holiday marketing campaign, including all related events and the poster that will be placed in kiosks around town.

This year the SRCCVB is going to invite the community to post what families are doing in Salisbury and Rowan County for the holidays in lieu of a selfie contest. Last year there was one big overall prize. This year the contest will take place for five weeks and the idea is that people will post weekly about holiday happenings with family and friends during visits to Salisbury. There will be a weekly drawing of \$100 Downtown Dollars for anyone consistently posting each week. The grand prize being offered is a \$500 Visa gift card. Anyone is eligible for the grand prize. The contest will begin November 25th and continue through January 2nd. All New Year's event posts are welcome. Justin Dionne offered ticket packages to various events as an option for any of the SRCCVB's giveaways.

There were no questions. The meeting was adjourned at 10:28 AM.

Respectfully submitted by:
Allyson Teague, SRCCVB Office Assistant