



Convention & Visitors Bureau
Rowan County, NC

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ROWAN COUNTY CONVENTION & VISITORS BUREAU

204 E Innes Street, Ste. 120, Salisbury, NC 28144
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Name: Destination Marketing Committee

Date of Meeting: March 2, 2017

Committee Chair: Thad Howell

Date of Next Meeting: April 6, 2017

Committee Members Attending: Thad Howell, Krista Osterweil, Vivian Hopkins, Gretchen Witt, Suzanne Jones

Tourism Staff: James Meachum, Tara Furr, Lauren Litaker, Lesley Pullium, Natasha Simmons

Not Attending: Amie Baudoin, Kelly Alexander, Darrell Blackwelder

Guest: None

Thad Howell called the meeting to order at 10:10 a.m. and welcomed everyone to the Destination Marketing Committee Meeting for March 2017.

Meeting Minutes:

Thad Howell asked if everyone had an opportunity to review the minutes. After minutes were reviewed Howell called for a motion to approve the minutes as presented:

Motion: Krista Osterweil made a motion to approve the minutes.
Second: Suzanne Jones
Motion: Approved

Tourism Support Funds Requests

CVB staff presented two funding requests to the committee for consideration.

The first request was from the Public Art Committee for the Salisbury Sculpture Show event. The event will be in Downtown Salisbury, and will utilize 12 hotel rooms for 1 night for sculpture artists.

The funding request for the group is for 12 overnight stays at a Rowan County hotel room, or an estimate of \$1,680 in lodging support. The economic impact and size of the group meets all the criteria for funding support. CVB staff recommended to the committee approval of this based on the economic impact and number of people it will bring to Rowan County.

After discussion, Chairman Thad Howell called for a motion:

Motion: Suzanne Jones made a motion to approve the support request
Second: Krista Osterweil
Motion: Approved, Gretchen Witt abstain

Amendments to the Tourism Application were presented to the committee. Under the 'Eligible For' section, 'AND/OR at the discretion of the committee' was added. The addition will allow the committee to allocate funds from one section to another based on the event.

After discussion on the application, Chairman Thad Howell called for a motion:

Motion: Gretchen Witt made a motion to accept the application changes
Second: Krista Osterweil
Motion: Approved

The second request was the tabled request from last month's committee meeting. The request is from Tilley – Harley Davidson for the 2017 Biker, Blues & BBQ Rally. The event is scheduled in Rowan County on September 15 & 16, 2017 and will utilize over 50 room nights for judges and participants.

The funding request for the group is for \$3,000, all in lodging and hospitality support. Last year, the CVB supported the event with \$3,500 in lodging and hospitality. The economic impact and size of the group meets all the criteria for funding support; however, the new funding protocols set for support funds caps lodging and hospitality at \$2,000. With the new approval of the updated application, the Destination Marketing Committee discussed allocating funds from another section on the application to provide Tilley – Harley Davidson the full \$3,000 in support. Krista Osterweil ask that the committee move to approve this request.

After discussion on the application, Chairman Thad Howell called for a motion:

Motion: Krista Osterweil made a motion to approve the request.
Second: Suzanne Jones
Motion: Approved

Branding Update

Rowan County community is eager to be a part of the rebranding. The airport, Social Services, Rowan Wildlife Adventures and other community organizations are applying the brand to their organizations.

CVB staff provided an update on the Rowan County Brand community implementation. There have been many speaking engagements throughout the community at Rotary and Rowan Realtors, as well as with representatives from the colleges and school system.

Miller Davis is continuing to work with the Rowan County Chamber of Commerce, Granite Quarry and China Grove to help craft their story and position within the new brand.

Marketing Updates

Lauren Litaker and the CVB staff reviewed with the committee a marketing report and discussed in depth the following areas:

1. 2016 Summary
2. Destination & Partnership Marketing
 - a. Visit Rowan County brand roll outs
 - b. Visit NC Co-op advertisements
3. Marketing Support
 - a. End of 2016 Report
 - b. 2017 Report
4. Destination Incentive Packages
5. Digital Marketing Platforms
 - a. VisitSalisburyNC.com numbers
 - b. Rowan County Road Trip, new destination eNewsletter
 - c. Social Media Performance and Promotions
6. Public Relations
 - a. Carolina Parent Magazine feature
7. Group Sales
 - a. NC Community Fine Arts Conference
 - b. Chamber of Commerce Association of Executives
 - c. In God's Own Country/ German Theater Company & PPT

- d. Cornish American Heritage Society
 - e. Southern Tandem Bike Rally
 - f. Alpha Kappa Alpha Conference
 - g. Leads:
 - i. NC Main Street Conference 2019
 - ii. NC Museum Council Conference
 - h. Little League World Series
 - i. Consensus: Mirror the support the CVB gives the NC Transportation Museum for the Little League World Series
 - 1. Motion: Michelle Patterson
 - 2. Second: Suzanne Jones
 - 3. Motion: Approved
8. Historic Trolley
9. Visitor Services

Additional Business

There being no additional business for the committee, Chairman Howell adjourned the meeting at 10:46 a.m.

Respectfully submitted by: Tara Furr, RCCVB