



**SALISBURY-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:** May 25, 2016

**Committee Chair:** Krista Osterweil

**Date of Next Meeting:** June 2, 2016

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**Committee Members Attending:** Amy Baudoin, Vivian Hopkins, Suzanne Jones, Kelly Alexander, Michelle Patterson, Gretchen Witt

**Tourism Staff:** James Meacham, Lesley Pullium, Tara Ludwig, Melissa Murguz, Lauren Litaker, Mary Scott Norris (Intern), Taylor Theyken (Intern)

**Not Attending:** Krista Osterweil, Thad Howell

**Guest:** Paula Bohland, Katelin Rice

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James Meacham called the meeting to order at 10:00 AM.

Paula Bohland introduced Kaitlin Rice, Promotions Coordinator with Downtown Salisbury, Inc.

Taylor Theyken, graduate of Appalachian State University, and Mary Scott Norris, rising Senior at Catawba College, were introduced as summer interns for the CVB. The internships will be full time for 10 weeks to assist the CVB's marketing team during the busy summer season.

### **Approval of the Minutes**

Motion: Kelly Alexander made the motion for the approval of the meeting minutes.

Second: Vivian Hopkins

Motion: Approved

### **Marketing Report**

Tara Ludwig presented an updated marketing report to the group.

This summer is expected to be one of the busiest for the trolley program. Ridership, year-to-date, is at 2,290 with revenue at \$8,548. Room nights associated with the trolleys is 190 with 21 advanced bookings.

New Sarum Brewing Company's opening event was a big success. The CVB ended up with 5 packages and 14 room nights associated with the event. In addition, 15 room nights are predicted for the Bloom & Barrels upcoming tours. The CVB will also be doing packages for Slide the City and Summer Sip, two events by Downtown Salisbury, Inc.

Lauren Litaker stated the digital reach was around 124,000 during April through social media, e-mail, and the website. The e-mail digital reach is somewhat lower due to the decision to produce a biweekly newsletter versus a weekly newsletter. The CVB participated in two full days of training with Simpleview representatives and the software has officially been launched internally. The website is currently being redesigned and should be completed by the end of 2016 or the beginning of 2017. A new e-mail marketing vendor, in partnership with Simpleview, has been selected and the platform integration is taking place at this time. The two systems will work together with daily updates, eliminating the need for constant manual input of information. The goal is to have everything internally functioning at the CVB by July 1<sup>st</sup>.

## **Branding**

Meacham conveyed the creative designs for the branding project is currently in development. There is a working committee put together by the Branding Task Force to meet and discuss the branding designs. The rollout process for the branding project is to simply start delivering the presented message, instead of having a one day event.

Meacham stated a new staff structure at the CVB, along with each employee's new responsibilities, will be presented at the June meeting.

## **Marketing Requests**

James Meacham shared one marketing request with the committee.

A request from the National Sports Media Association is requesting assistance with the annual Hall of Fame awards weekend, totaling \$35,000. The large figure requested is to cover all hotel room accommodations. Their request is outside the realm of the committee's parameters.

The Destination Marketing Committee does not want to begin subsidizing the costs of existing events, instead of incentivizing new room nights. Ludwig expressed that there was a brewery or winery package offered to the NSMA for the event, but the group declined. Meacham shared frustrations about NSMA, including failed efforts to structure the group toward a model that

would fit the CVB. In addition, the NSMA event is a private group and does not encourage a new audience to visit Salisbury. The committee did not see any possible alternative solutions to offer the NSMA.

Motion: Gretchen Witt made the motion to deny the National Sports Media Association grant request.

Second: Vivian Hopkins

Motion: Approved

### **Other Business**

Meacham conveyed that the June 2<sup>nd</sup> meeting will cover the 2016-2017 budget and staff restructuring plans. There is \$20,000 unallocated left for sponsorship funds in the 2016-17 budget. The CVB team has been discussing streamlining fund allocation into a tier system. If the committee approves the new system, it will be sent out to partners to begin the process.

There were no questions. The meeting was adjourned at 10:55 AM.

Respectfully submitted by:  
Allyson Teague, SRCCVB Office Assistant