

SALISBURY



ROWAN COUNTY

Authentic North Carolina

SALISBURY-ROWAN COUNTY CONVENTION & VISITORS BUREAU
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Name: Destination Marketing Committee

Date of Meeting: June 2, 2016

Committee Chair: Krista Osterweil

Date of Next Meeting: August 4, 2016

Committee Members Attending: Amy Baudoin, Vivian Hopkins, Suzanne Jones, Kelly Osterweil, Thad Howell, Gretchen Witt

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

Not Attending: Michelle Patterson, Justin Dionne

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

Approval of the Minutes

Motion: Thad Howell made the motion for the approval of the meeting minutes.

Second: Kelly Alexander

Motion: Approved

Grant Process

James Meacham addressed a revised draft grant application. The two funding focus areas include lodging support and incentivized package support. Anyone applying for a grant would have to have a minimum economic impact of \$5,000 and would be eligible up to \$500 in lodging support, as well as up to \$500 in overnight incentivized package support. The different categories are based on economic impact and ticketed versus non-ticketed events. The goal is to educate partners that \$20,000 in funding is available for the year and present the various categories the grant application could fall under. Awarding grants will be based on a first-come, first-served basis. In addition, there will be a pre-application process for groups to present the various events

being planned for, which will help the CVB with planning and marketing. The plan is to adopt the new grant application process for fiscal year 2016-2017.

Gretchen Witt expressed concerns about there not being any room on the application for groups hold an economic impact event that doesn't include overnights. Meacham conveyed the committee should focus in the future on how to provide support for start-up events. Kelly Alexander stated the importance of including hospitality since the committee has provided that support a lot in the past. Meacham suggested a category be added to cover hospitality, including food and beverage, if the event is generating overnights.

Motion: Suzanne Jones made the motion for the approval of the proposed grant application with proposed changes.

Second: Gretchen Witt

Motion: Approved

Alexander asked what the CVB is doing to provide marketing for attractions that don't necessarily fall into the grant application process and how the county is being marketed as a whole. Meacham conveyed that the day-to-day marketing is more up-to-date now with the new digital infrastructure being implemented. In addition, marketing will also ramp up once the new branding project is complete and launches in the late summer or early fall.

Staff

Meacham shared that Allyson Teague will be leaving the CVB to pursue an opportunity in Raleigh. In addition, Melissa Murguz will be leaving the CVB after eight years to pursue a new opportunity.

Branding / Digital Infrastructure

Meacham stated the CVB is working on the new CRM system with Simpleview in order to translate information to various platforms, which will allow marketing to everyone on a daily basis. The system is feeding into the current website and the interns are updating the extranet database. So far the CVB has only spent \$14,000 of \$100,000 of the total project budget and would like to make a change with the web vendor moving forward. CVB staff feels it is important to update the current website to a Simpleview website in order to be successful with daily marketing and communication with partners. The Simpleview site would work best because it is originally made for CVB organizations. Lauren Litaker did a cost analysis between Aristotle and Simpleview, and Simpleview came out cheaper from an annual and initial design budget perspective. One advantage to choosing the Simpleview option is the CRM will automatically update information on the website. Originally, Aristotle was chosen because of

design but with decreased staff the CVB will need everything digital to be as easy as possible. A 30-day notice will need to be given to Aristotle to execute a stoppage of work.

Motion: Thad Howell made the motion for the approval changing the website vendor from Aristotle to Simpleview.

Second: Vivian Hopkins

Motion: Approved

There were no questions. The meeting was adjourned at 10:40 AM.

Respectfully submitted by:
Allyson Teague, SRCCVB Office Assistant