

**SALISBURY**  
**ROWAN COUNTY**  
*Authentic North Carolina*

**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:** August 4, 2016

**Committee Chair:** Krista Osterweil

**Date of Next Meeting:** Sep. 1, 2016

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**Committee Members Attending:** Amy Baudoin, Vivian Hopkins, Suzanne Jones, Kelly, Gretchen Witt, Darryl Blackwelder,

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

**Not Attending:** Krista Osterweil, Michelle Patterson, Kelly Alexander

**Guest:** Karen Windate

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Thad Howell called the meeting to order at 10:00 AM and welcomed everyone to the Destination Marketing Committee Meeting

### **CVB Staff Update**

James Meacham reported to the committee that the CVB is in the process of restructuring staff to better support the mission of the CVB and to adapt to the changes from the recent departures of Allyson Teague and Melissa Murguz in addition to the loss of the full time interns next week.

Meacham reported that the CVB's intern Taylor has accepted a job in Virginia and will begin her career in marketing and Mary Scott Norris will return to Catawba for her senior year, but will remain on part time at the CVB.

Meacham also reported that Lauren Litaker is now the Director of Marketing and Tara Ludwig will assume the role of Director of Public Relations and Communications. Additionally the CVB

is in the process of trying to fill the position of Tourism Services Coordinator and hopes to have it filled in September or October.

### **Marketing Funds Requests**

James Meacham presented two funding requests to the committee for consideration.

The first request was from Historic Salisbury Foundation (HSF) for support of email marketing and for support of an overnight marketing package for OctoberTour.

In a manner consistent with the committee's funding support policies the committee considered approving the package request of up to \$1,000 and not the email marketing request.

Thad Howell called for a motion:

Motion: Suzanne Jones-approve funding of up to \$1,000 to develop and market an overnight package with HSF for October Tour  
Second: Gretchen Witt  
Motion; Unanimously approved

Meacham presented a second funding request for lodging support from Fin, feather and Fur, a multi-day event held at the Rowan County Fairgrounds. The request is for a sponsorship of 7 hotel room nights to support the event.

Thad Howell called for a motion:

Motion: Gretchen Witt-approve funding of up to \$1,000 to develop and market an overnight package with Fin, Feather, and Fur.  
Second: Darryl Blackwelder  
Motion; Unanimously approved

There being no additional business for the committee, Chairman Howell adjourned the meeting at 10:42am.

Respectfully submitted by:  
James Meacham, SRCCVB