

SALISBURY

ROWAN COUNTY
Authentic North Carolina
**SALISBURY-ROWAN COUNTY
CONVENTION & VISITORS**

COMMITTEE REPORT

Name: Destination Marketing Committee

Chair: Krista Osterweil

Date of Meeting: September 3, 2015

Next Meeting: October 1, 2015

Attending: Michelle Patterson, Brian Davis, Thad Howell, Vivian Hopkins, Justin Dionne, Gretchen Witt, Amie Boudoin, Suzanne Jones; James Meacham, Tara Ludwig, Melissa Murguz Staff

Not Attending: Krista Osterweil, Kelly Alexander, Stephanie Centeno

Guest: Chris Cavanaugh via phone, Karen Windate

James Meacham called the meeting to order at 10:07 AM.

Approval of the Minutes:

Motion: Brian Davis made the motion for approval of the August 2015 minutes.

Second: Justin Dionne

Motion: Approved

Meacham informed the Committee that Chris Cavanaugh is joining the meeting via phone.

Meacham continued with an overview of the progress of the infrastructure process. The committee chose three of the eight firms that submitted RFP's at the August meeting; Aristotle, Paramore and Simpleview. The Committee had some questions for each of the firms in regards to their proposals. Cavanaugh took these questions back to the three firms. Cavanaugh presented an outline of their answers on the packet distributed to the committee review.

The top questions that the committee had from each of the three proposals were the CMS systems. Staff spent time with each of the three companies via phone and computer presentations looking at their CMS systems. With the presentations and phone calls, the staff suggested that Paramore be taken off the table due to the fact that their CMS is not on the same level as Aristotle or Simpleview in terms of efficiency and capability.

The Committee moved forward with the discussion of Aristotle and Simpleview.

Cavanaugh also put together a document of references for each of the companies. Cavanaugh reviewed each of the references, pointing out some of the positives and negatives of each of the firms. With research, Cavanaugh said that he has found that the negatives have seem to have been resolved.

Tara Ludwig gave an overview of the CMS systems. Both systems are great and can meet the needs of the CVB. Ludwig mentioned that neither company offers a ticketing mechanism within the CMS. There are options that can be added through a third party.

The Committee discussed the overall expense of both Aristotle and Simpleview. With Simpleview, it is a "marriage." The CVB would pay \$25,000 each year for the CMS system which includes updates each year. If the CVB went with Aristotle the CMS system is paid for and in a couple of years if the system needs to be updated this can be done from \$5,000 - \$10,000.

The Committee came to the conclusion that the funds would be best spent with Aristotle.

Motion: Brian Davis made the motion for acceptance of the proposal from Aristotle for the development of the new digital infrastructure.

Second: Gretchen Witt

Motion: Approved

Motion: Brian Davis made the motion for the CVB staff to enter into a contract with Aristotle for the development of the new digital infrastructure.

Second: Thad Howell

Motion: Approved

Consideration of Tourism Marketing Requests:

Ludwig brought to the committee a Tourism Marketing Request from Lee Street theatre for 8 hotel rooms and \$500 in hospitality for the next Live at Lee Street Concert with Sam Bush.

Motion: Suzanne Jones made the motion to approve the 8 room nights \$500 in hospitality for the next Live at Lee Street Concert with Sam Bush.

Second: Kelly Alexander

Motion: Approved

Tourism Marketing Report:

Due to the length of the meeting with the proposals, Ludwig gave the committee a CVB Marketing overview sheet containing Trolley, Group Business, Partnership Marketing, and Digital Marketing for August. Ludwig briefly reviewed this with the committee. Ludwig also discussed new trolley tours such as the Wickedly Witty tours and a Comedy Tour that will be created next spring. This will include a partnership with Lee Street theatre for the creative.

As tours continue to grow and the trolleys are used more the CVB staff expect to submit a request to the Capital Committee for funds to upgrade the sound system on the trolleys. This would be in the form of a payback system over the next couple of years.

Ludwig gave an update on the Harvest Fall Winery Frolic. One trolley is already sold out and staff anticipates with all the excitement that the 2nd one will be sold out soon.

Ludwig announced that Husqvarna will be in town this month for a business meeting. The group is staying overnight at the Hampton Inn, dining at Morgan Ridge Vineyards, and using the Gateway Building Conference rooms for meetings.

Ludwig told the committee that the staff from VisitNC was in town this week and staff had the opportunity to take them on a quick window tour of the county. Ludwig commented that staff was excited to have the great opportunity to show off Salisbury-Rowan County to the state tourism staff.

Ludwig reminded the group to send Stephanie Centeno, CVB Content Coordinator, all of their upcoming events. The staff is constantly updating the CVB calendar up to stay ahead as much as possible.

The staff will be bringing to the committee a Holiday Marketing Campaign at the next committee meeting.

Motion: Brian Davis made the motion to adjourn the meeting

Second: Gretchen Witt

Motion: Approved

The next meeting date is October 1, 2015.

Respectfully submitted by:

Melissa Murguz