

SALISBURY



ROWAN COUNTY

Authentic North Carolina

SALISBURY-ROWAN COUNTY CONVENTION & VISITORS BUREAU
204 E Innes Street, Ste. 120, Salisbury, NC 28144
800-332-2343 • 704-638-3100 • FAX 704-642-2011

Name: Master Plan Committee

Date of Meeting: October 5, 2015

Committee Chair: Barbara Perry

Date of Next Meeting: December 7, 2015

Committee Members Attending: Barbara Perry, John Ketner, Brian Davis, Lynn Raker, Amie Boudain, Wes Thompson, Edward Norvell

Tourism Staff: James Meacham, Lesley Pullium, Allyson Teague

Not Attending: Michelle Patterson, Thad Howell, Paula Bohland

Barbara Perry called the meeting to order at 12:10 PM.

Approval of the Minutes:

Motion: Brian Davis made the motion for the approval of the August 3, 2015 minutes.

Second: Wes Thompson

Motion: Approved

Perry noted that there was no September meeting because of Labor Day.

Arts & Culture

Edward Norvell informed the group that a fundraising recruitment collateral piece is being worked on to promote all the arts and culture groups.

Perry shared a Charlotte Observer article from September 16, 2015 that highlighted a “Culture Feast”, an event that took place on Tryon Street in downtown Charlotte. This event was sponsored by Wells Fargo and put on by the Arts & Science Council of Charlotte. All the arts groups performed and after the dinner there was dancing. Perry relayed a suggestion by Chef Santos about closing Fisher Street for a similar festival in order to raise money for the local arts. Chef Santos expressed possible interest in partnering with the local arts on such an endeavor.

This is not meant to be a fundraiser but, instead, recognition of the arts and a “thank you” to all those who have contributed and volunteered for the arts and culture community.

Norvell had reservations about the Fisher Street festival idea being seen as a fundraiser, but agreed it would be a good idea if it was presented as a general “thank you”.

James Meacham asked Perry to leave the Charlotte Observer article for Staff to look at to figure out the details of an event like “Culture Feast”, so that it is clear who is in charge and how much money it would cost.

Meacham also informed the group about Michelle Patterson’s idea for an arts and agricultural celebration. This could be developed as a one to two week event and would include a variety of activities and ways for the community to participate. The SRCCVB Staff is looking at planning for an arts and agricultural celebration during 2016 and executing a launch for spring or fall of 2017. Meacham encouraged the cross-promotion and growing partnerships between agriculture and arts groups. Meacham also suggested that perhaps the arts and agricultural celebration could be combined with a Fisher Street festival.

Tourism Business Development Update

Meacham reported that the Tourism Business Development Subcommittee discussed the Tourism Business Development Grant Program. Meacham guided the group to reference page 38 of the Master Plan where Business Development Grants are highlighted. These grants are meant to fill a void between capital and marketing funding. The grants could be used for new businesses coming into town or for existing businesses that are seeking an expansion. This is modeled to some degree after Asheville’s Tourism Development Fund.

Meacham went on to explain there is a pre-application process and a final application process for the Business Development Grants. The pre-application gives Staff a chance to review requests and eliminate any applications that clearly don’t fit well with the Master Plan. The final applications would be received by the Tourism Business Development Subcommittee and final decisions could be made from there.

Currently, the Master Plan Committee budget for FY15-16 is \$20,000; \$10,000 is allocated for Arts & Culture Master Plan programming and \$10,000 is allocated for Business Development. If the program is successful, the SRCCVB Board could revisit the total budget. This grant will not be available for hotel development due to the TDA legislation.

Meacham expressed that Lesley Pullium has conducted a lot of research to see what other communities are doing to shape our application process. Meacham conveyed that the Tourism Business Development Subcommittee has reviewed and voted on it and has sent it to the Master

Plan Committee for final approval. Meacham went on to say that this grant would be for launch money, not recurring, so the applicant would need to describe how they plan to be sustainable. Several examples were given of applicants that would fall into the acceptable criteria. Perry inquired about who these grants would go through. Meacham confirmed that the Master Plan Committee would decide on the recipients of the grants.

Meacham reiterated that the Business Development Grants are a way to recognize that capital and marketing funding don't always catch everything, so this program is an in-between to allow businesses to grow and continue to attract more tourism to the community. Meacham went on to explain the Asheville program includes both loan and grant money, so there is the capacity to do both.

Motion: Barbara Perry reported that the Tourism Business Development Subcommittee recommends in a form of a motion and second to accept the Business Development Grant application process.

Motion: Approved

Lynn Raker said the Staff does a great job with the Master Plan, but inquired about a spreadsheet that could be created, which lists the goals and target dates. This would allow the committee to have a checklist.

Meacham stated that three of the major projects for the Master Plan have just been started, including the Centerpiece, Branding and Digital. Meacham agreed with Raker and would like to look at implementing a checklist spreadsheet that wraps up the year. Meacham referenced the Strategic Implementation Board on page 68 and 69 of the Master Plan, which shows an example of what the list would look like. Meacham also expressed that the SRCCVB is looking at putting together an Annual Report.

Norvell was in favor of the Annual Report in order to recognize the progress and successes of the SRCCVB and its partners. The group agreed and reiterated the importance of the community having the opportunity to see all the hard work that is being done.

Perry informed the group this would be Brian Davis' last meeting on the Master Plan Committee and thanked him for his participation. Davis voiced his appreciation for being a part of the team.

There were no questions. The meeting was adjourned at 12:40 PM.

Respectfully submitted by:

Allyson Teague, SRCCVB Office Assistant