

# VISIT ROWAN COUNTY

SALISBURY, NORTH CAROLINA

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## ROWAN COUNTY TOURISM BOARD OF DIRECTORS MEETING

Wednesday, May 13, 2020: 12:00 pm, Via GoToMeeting

### BOARD MEETING MINUTES

**Board Members Attending:** Craig Pierce, Stephen Kidd, Amie Baudoin, Krista Osterweil, Kelly Alexander, Don Bringle, Cyndi Greenwood, John Ketner, Whitney Wallace, Karen Alexander, Kelly Alexander

**TDA Staff:** James Meacham, Tara Furr, Sarah Michalec, Mary Scott Norris, Lesley Pullium

#### Call to Order

Krista Osterweil called the RCTDA to order at 12:00pm and welcomed everyone to the meeting.

#### Approval of the Minutes

**Motion:** Craig Pierce made a motion for approval of the March 30 2020 meeting minutes.

**Second:** Kelly Alexander

**Motion:** Approved

#### Financial Report

Meacham and the Board reviewed the financials as of April 30, 2020/

#### Tourism Program Update:

- Primary efforts are still currently focused on providing, gathering, collecting and distributing critical information on worker and business support resources across Rowan County.
- Continuation of central resource partnership with EDC and Chamber, housed on tourism's website and community updates distributed by tourism.
- Continuation of regular communication with County Emergency Management leadership regarding economic and worker impacts.
- Working closely with Chamber, EDC, Business, Community and Government leaders on economic recovery strategies.
- Preparing to Pivot from primary focus on worker and business resources to a dual focus of resources and messaging that supports local commerce and local businesses in a method that adheres to all

requirements for health, safety and regulations while in preparation for phase 1, 2 and 3 in North Carolina

- See attached for general overview of customer/market segments moving forward.
- Developing new resource tools for local businesses
  - Digital marketing/communication tools, online market places, best practices for retail and hospitality in current and evolving environments

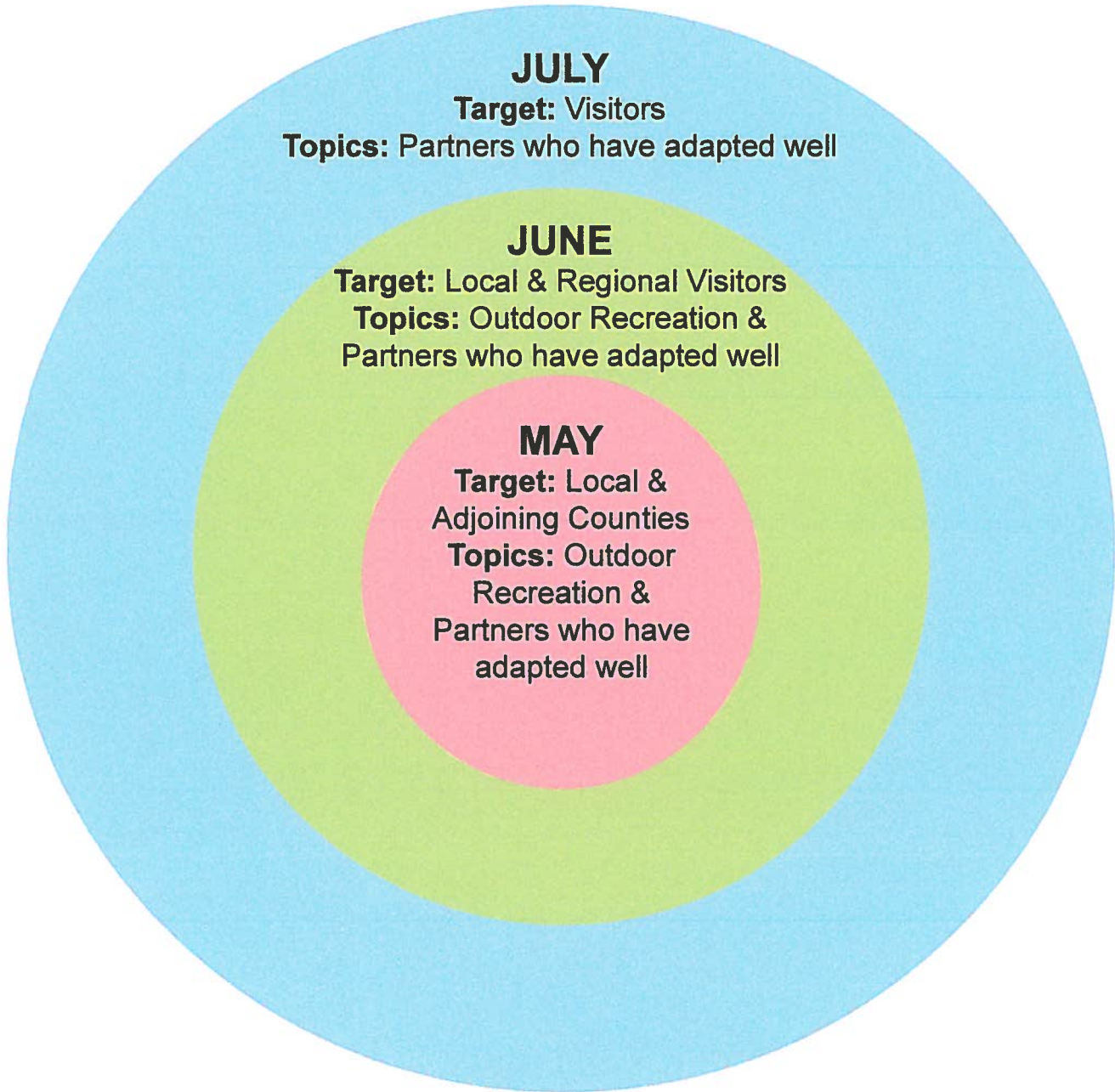
#### **Tourism Operational Updates:**

- Expense reductions remain in place including furloughs, wage reductions, reductions in staff. Making preemptive reductions quickly in the middle of March will pay dividends in the long run for tourism operations
  - Mary Scott and front desk staff were all released as discussed last month.
  - County agreed to delay first repayment on Railwalk support till next fiscal year.
- March occupancy tax revenues came in 33% lower than last year and 48% below budget, before COVID-19. Revenues will be approximately \$61,500 (this is \$30,000 higher than initial projections) these will be received by Tourism next week from the County.
  - February 2020 was 17% ahead of the previous year.
  - The first two weeks of March (before COVID) were very strong and make up the bulk of March revenue. April is projected to be the hardest hit month.
  - All properties are remitting occupancy taxes
- CVB as a 501c6 received an SBA EIDL Cash Grant for \$9,000 and has an EIDL Loan as authorized by the Board.
- Extensive and quick cost reductions couple with higher than projected revenues from March occupancy tax revenues will provide additional breathing room as April revenues are projected to be substantially less than March.

Meacham presented to the Board a draft 2020-21 budget for the TDA and CVB, during the review the Board discussed and collectively agreed that forecasting will be difficult given there is no benchmark to compare and recommended that the budget presented for consideration may have to be amended many times as information becomes available. The Board scheduled a public hearing for Wednesday, June 10, 2020

The meeting adjourned at 1 pm

Respectfully submitted by: James Meacham, Rowan Tourism



\*Based on stay at home orders and current mandates from state and local officials