



Convention & Visitors Bureau
Rowan County, NC

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ROWAN COUNTY CVB BOARD OF DIRECTORS MEETING

Wednesday, November 9, 2016, Noon, Gateway Building

MEETING MINUTES

Board Members Attending: Darrell Blackwelder, Craig Pierce, Mark Lewis, Suzanne Jones, Barbara Perry, Vivian Hopkins, Steve Hall, Shannon Stewart-Hill, Thad Howell, Amie Baudoin and Karen Alexander

CVB Staff: James Meacham, Lesley Pullium, Natasha Simmons, Lauren Litaker

Attending Guests: Shannon Moore, City of Salisbury

Not Attending: Kelly Alexander, Ed Norvell, Whitney Wallace, Tony Shaw, Krista Osterweil, Brian Miller

I. SRCVB Call to Order

CVB Treasurer, Mark Lewis called the meeting to order and thanked everyone for their attendance.

II. Approval of SRCVB Board Meeting Minutes

Lewis called for a motion to consider approval of the October 2016 CVB Board meeting minutes.

Motion:	Craig Pierce, motion to approve.
Second:	Shannon Stewart-Hill
Motion:	Approved

III. Occupancy Report and Financials

Mark Lewis reported on the hotel occupancy tax collections through September 2016. September 2016 was up 1.9% from 2015 and set another all-time high in terms of market revenue.

IV. Tourism Capital Committee

Committee Chair Mark Lewis called on James Meacham to provide the CVB Board an update on the Rouzer property. Meacham reported that the Phase 2 environmental work order by the CVB Board came in under the budgeted amount of \$5,000 (\$4800) and that the soil analysis tests determined that there were no environmental issues in the soil.

Meacham submitted a letter from Ramsay, Burgin, Smith detailing the Phase 2 report and confirming the site is clean based off of the soil tests. Meacham asked CVB attorney, Andy Abramson to provide his view point to the Board.

Abramson reported that it was a good step for the CVB to complete a Phase 1 and 2 environmental report and the Phase 2 report speaks for itself and states that the site is clean and this serves a sound due diligence process for the CVB.

Mark Lewis then presented to the CVB Board a motion and a second from the Capital Committee to purchase the Rouzer property for \$30,000, from the Wells Fargo grant funds, and affirm the CVB's Board initial decision to purchase pending clean environmental reports. The CVB Board unanimously voted to approve the motion.

Meacham reviewed the timeframe for the Railwalk development plan, with design work to begin in December and run into January then proceeding with input from stakeholders in the area.

V. Tourism Master Plan Committee

Committee Chair Barbara Perry, reported that the Public Art Committee is preparing for the upcoming 2017 sculpture show and currently working on the sale of additional sculptures, which in turn supports the Sculpture Show through commissions from the sale of art. Perry also reported that the Rowan Arts and Cultural Fund received a generous grant from Duke Energy and when coupled with current community commitments will allow the fund to provide a substantial amount of grants for the first year. Lastly, Perry added that the committee is developing an RFQ to send to qualified grant writers with a background in arts and cultural funding for grant writing services.

VI. Rowan County Branding Initiative

The Board received an update that the Brand Story's development is in the creative phase and the creative committee has been working hard on the Rowan County Brand Story and partner creative and presented it to the full Brand Taskforce, for approval on November 1, 2016. The planned release of the Rowan County Brand Story will occur on November 17, 2016 at the Chamber of Commerce Power in Partnership Breakfast.

It was also reported that the digital infrastructure upgrades with the CVB for hardware, software, technology, website, CRM, digital and social have gone very well so far. The only remaining component is the website and social media revamps. The County and the CVB are on a dual track for the redevelopment of both websites as new platforms to tell the brand story and to service visitors, citizens and businesses.

VII. Destination Marketing Committee

Committee Chair Thad Howell, reported to the Board that the Destination Marketing Committee (DMC) met on November 3, 2016 and under its recently streamlined tourism partner support program had two tourism support requests to consider.

Howell reported that the committee approved a request from Lee Street Theater. Lee Street will host a concert series that features out of town groups visiting Rowan County during the early parts of 2017. The committee approved up to \$1,500 in support for lodging and hospitality costs for the visiting groups.

The second request presented to the committee was from Downtown Salisbury Inc, (DSI). DSI requested \$1,000 for the development of CVB overnight packages for Wine About Winter and \$2,000 for the purchase of wine for the event. Howell reported the committee approved up to \$1,000 for overnight packages, consistent with the support fund policies, but did not approve the \$2,000 for wine. The purchase of the wine is an event infrastructure cost and the committee does not provide funding for such costs.

CVB Director of Marketing Lauren Litaker went over the CVB's Destination Marketing Report for the month of October 2016. The full report is found in the meeting minutes.

James Meacham reported to the CVB Board that at the request of Councilman Hardin, Meacham will provide a brief report on the CVB to City Council in December.

VIII. Adjourn

Krista Osterweil adjourned the meeting at 12:58pm.