

# SALISBURY ROWAN COUNTY

Convention & Visitors Bureau  
North Carolina

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## ROWAN COUNTY TDA BOARD OF DIRECTORS MEETING

Wednesday, August 16, 2017: 12 Noon, Gateway Building

### CALLED MEETING MINUTES

**Board Members Attending:** Krista Osterweil, Steve Hall, Kelly Alexander, Amie Baudoin, Jessica Coates, Karen Alexander, Whitney Wallace, Craig Pierce, Edward Norvell, Darrell Blackwelder

**Not Attending:** Tony Shaw, Shannon Stewart-Hill

**Guests:** Jessica Coates, Salisbury Post

**CVB Staff:** James Meacham, Tara Furr, Lauren Litaker, Allyson Teague

#### I. SRCVB Call to Order

James Meacham called the SRCCVB and the RCTDA to order at 12:05pm and stated the group will continue to meet in the 1<sup>st</sup> floor conference room in order to keep the 2<sup>nd</sup> floor conference room open for larger groups.

Meacham gave an update on the occupancy tax legislation, stating that all local properties have been notified about changes that have taken place. The tax rate structure will change on September 1<sup>st</sup> to a singular structure across the county. All property tax forms will be updated on the county's website.

#### Officers

A proposed slate of officers for the fiscal year 2017-2018 was presented to the Board. In addition, a staggered term structure needs to be developed in order to maintain continuity of the organization. Everyone is eligible for reappointment for two consecutive terms.

A motion was made to adopt the proposed slate of officers for the 2017-2018 fiscal year.

**Motion:** Craig Pierce

**Second:** Karen Alexander

**Motion:** Approved

A motion was made to approve the proposed staggered term structure for officers.

**Motion:** Krista Osterweil

**Second:** Edward Norvell

**Motion:** Approved

## Approval of the Minutes

**Motion:** Edward Norvell made the motion for approval of the SRCCVB June 2017 minutes.

**Second:** Krista Osterweil

**Motion:** Approved

## Press Release

Meacham presented a press release from the State of North Carolina, with county by county impact figures. Visitor spending across the board was up 4% in 2016, compared to 2015. Over the last 8 years, tourism spending in Rowan County is up 42%. The rate of growth has been sustained, around 4-6%.

## Occupancy Tax Revenue Report

Meacham stated June was up 10.3% in 2017, compared to June of 2016. During the last fiscal year every month was positive. The total revenue for 2017, year-to-date, is up 7.2%, compared to 2016.

## Amended Budget

Meacham presented an amended budget to be adopted for the RCTDA. With the restructure and tax structure change, the amended budget reflects a 10 month change. It also recognizes that all partner services fall under the RCTDA and keeps the expense structure found within the SRCCVB budget. The SRCCVB is still functioning at the primary organization, at this time and scheduled for full transfer to be completed by November 15, 2017.

**Motion:** Craig Pierce made the motion for approval of the amended budget.

**Second:** Karen Alexander

**Motion:** Approved

## Destination Marketing Report

Tara Furr stated the year-to-date Tourism Marketing investment is \$107,000. There are several packages taking place right now, including Day Out with Thomas and The Polar Express, in partnership with the NC Transportation Museum. Currently, there have been 86 Day out with Thomas packages and 179 Polar Express packages booked. Kelly Alexander shared the two events are way ahead, compared to last year, with Polar Express up 200% in ticket sales. Other upcoming packages include Summer Sip in September, In God's Own Country with Piedmont Players, and October Tour.

Lauren Litaker updated the group on website traffic, which has been up due to current packages being offered. The new website will be launched on September 13<sup>th</sup>. The advertising for the new website is affordable at approximately \$50-\$100 per month. In addition, social continues to stay steady at 5% growth across all platforms.

Furr shared an update on group sales. The Little League group brought in roughly 750 people, including coaches, players, and family members. There were 500 room nights associated with the Little League, with an economic impact of \$675,000. Other groups coming up this fall are the Southern Tandem Bike Rally, Alpha Kappa Alpha, In God's Own Country, and the Cornish Jack Group.

Furr stated the trolleys have been very successful this summer, with a few Saturday tours being sold out. Ridership year-to-date is just under 5,000, with a revenue of \$14,682 and 147 room nights. There are 36 advanced trolley bookings, and that number continues to grow each day.

## **Branding Report**

Furr updated the group about branding, stating Rowan County has launched a new website with the new logo. The town of Faith also incorporated the logo on banners. New logos that were approved include social services, dental, emergency services, public health, town of Granite Quarry, Rowan Wild at Dan Nicholas, economic development, and an ad with the Salisbury Symphony. In addition, the Chamber has integrated the logo into a new investment guide.

## **Destination Development Report**

Meacham stated one project outstanding includes the city wayfinding system and potential Gateway signs to match the wayfinding system. In addition, HPC unanimously approved the demolition and renovation of part of the Fisher Thompson building in order to create a better flow for the Rail Walk, pending approval of construction design.

## **Arts & Ag Initiative**

Meacham shared the Arts & Ag Initiative partnership meetings are in full swing as planning progresses. The team has been working a lot with leadership in Kannapolis as their community's development grows. Kannapolis has been open and receptive to opportunities for boosting growth in southern Rowan County.

## **II. Adjourn**

James Meacham thanked the members for attending today and the meeting adjourned at 12:50 pm.