



ROWAN COUNTY TDA BOARD OF DIRECTORS MEETING

Wednesday, September 20, 2017: 12 Noon, Gateway Building

CALLED MEETING MINUTES

Board Members Attending: Whitney Wallace, Steve Hall, Edward Norvell, Craig Pierce, Amie Baudoin, Kelly Alexander

Not Attending: Tony Shaw, Shannon Stewart-Hill, Krista Osterweil, Karen Alexander, Darrell Blackwelder

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

I. SRCVB Call to Order

James Meacham called the RCTDA to order at 12:08pm.

Approval of the Minutes

Motion: Craig Pierce made the motion for approval of the RCTDA August 2017 minutes.

Second: Whitney Wallace

Motion: Approved

Lodging & Audit

Meacham stated the lodging market continues to grow, with an 11.9% increase compared to last fiscal year. This trend is expected to continue over the next six months. In addition, the annual audit was recently completed for both the SRCCVB and the RCTDA. The auditors will likely share the findings with the board in December or January.

Website Launch

Lauren Litaker presented the new website to the group. The domain will remain the same as visitsalisburync.com. Litaker shared the new options available on the website and welcomed any questions, concerns, or suggestions. Whitney Wallace and Edward Norvell inquired about how the new calendar is set up and how to access specific events. There is a new way for partners to submit events through an online form for the calendar. All events will be approved or declined by staff. Meacham stated the RCTDA's events will feed into the community calendar with the Salisbury Post. In addition, any declined events for the RCTDA's calendar will be encouraged to submit to the community calendar. Litaker shared microsities within the new website, including Gold Hill and Rowan Arts Council. Other new additions to the website include fieldtrip and wedding planning.

Destination Development Report

Meacham stated the Historic Preservation Commission approved the creation of a larger opening for the Railwalk pavilion. In addition, the committee will develop a capital expenditure platform for the County and Salisbury Wayfinding programs.

Destination Marketing Report

Tara Furr shared the current destination marketing report. The Salisbury Sip ended up generating 6 room nights. Day out with Thomas has produced 190 room nights so far and it continues to grow daily. In addition, the Polar Express package has generated 431 room nights to date. Both Day out with Thomas and Polar Express packages are well ahead of last year's totals. One reservation has been made for the package with Piedmont Players for In God's Own Country and 6 room nights are associated with the October Tour package so far. Fall will be very busy with group sales, including the Southern Tandem Bike Rally, In God's Own Country, Alpha Kappa Alpha conference in October, and the Cornish Jack American Society. The Norfolk & Western Railroad Historical Society has been confirmed for next May. Trolleys have been busy with ridership at 808 in August, in addition to several Saturday tours being sold out. September and October will also be busy times for trolley rentals. The year-to-date ridership falls at a little over 5,700 with revenue just under \$17,000.

Lauren Litaker updated the group on the current website and email newsletter standings. The month of August has produced higher traffic than normal, most likely due to the many packages available to visitors. As users get used to the new website launch, traffic numbers will probably fluctuate. Holiday events will be added to social media as the fall season approaches.

Branding

Meacham shared state trademarks for the Rowan County brand Be an original have been approved. One overall arching trademark was done for federal, but approval tends to take a little longer.

II. Adjourn

James Meacham thanked the members for attending today and the meeting adjourned at 1:00 pm.