

VISIT ROWAN COUNTY

SALISBURY, NORTH CAROLINA

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ROWAN COUNTY TOURISM BOARD OF DIRECTORS MEETING

Wednesday, January 8, 2020, Noon, Gateway Building

MEETING AGENDA

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|-------|------------------------------------|----------------------------------|
| I. | Rowan County Tourism Call to Order | Krista Osterweil, Board Chair |
| II. | Approval of Board Meeting Minutes | Krista Osterweil, Board Chair |
| III. | Mid-Year Financial Report | Stephen Kidd, Committee Chair |
| IV. | Destination Marketing Report | Tara Furr, Staff |
| V. | Tourism Development Report | Whitney Wallace, Committee Chair |
| VI. | Tourism Industry Update | James Meacham, Staff |
| VII. | Additional Business | |
| VIII. | Adjourn | |

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ROWAN COUNTY TOURISM BOARD OF DIRECTORS MEETING

Wednesday, November 14, 2019: 12:00 pm, Gateway Building

BOARD MEETING MINUTES

Board Members Attending: Craig Pierce, Stephen Kidd, Whitney Wallace, John Ketner, Amie Baudoin, Michelle Patterson

Not Attending: Brian Miller, Krista Osterweil, Cyndi Greenwood, Kelly Alexander, Don Bringle

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

RCTDA Call to Order

Whitney Wallace called the RCTDA to order at 12:03pm.

Approval of the Minutes

Motion: Craig Pierce made a motion for approval of the October 2019 meeting minutes.

Second: John Ketner

Motion: Approved

Financial Report

Meacham reported that the September 2019 occupancy taxes were 1.9% above those of September 2018. Revenue year-to-date from occupancy taxes (accrual basis) is \$359,523. Trolley revenues year-to-date are \$29,460.

Meacham reported total current assets with the TDA were \$230,124 on Oct 31, 2019, an increase of \$566 from September 2019. Accounts receivable of \$192,674 consisting of September and October occupancy taxes. Cash on hand as of October 31, 2019 was \$38,015. Meacham said that the "Fixed Assets" category on the financial statements will change to reflect "Construction in Progress" for the Railwalk. The Budget & Finance Committee will meet to review the mid-year financials and look at 2020.

Meacham reported that the annual audit was completed on October 2, 2019 and the auditors will be at the February 2020 meeting to present the report to the board.

Destination Marketing Report

Tara Furr gave the destination marketing report noting that trolleys continue to grow with ridership of 1,412 in October, 7,784 year-to-date and 47 advanced bookings. Visitor Services reported traditional inquiries fulfilled year to date of 302. Furr reported there were 193 Time Warp Trolley Tour/Rocky Horror Trolley riders. Scrooge Christmas Trolley Tour runs November 21 – December 21st with 1200 tickets sold thus far. There are several packages that are currently available including, Polar Express, October Tour and Show. As of today, staff has booked 292 Polar Express packages with 475 room nights.

Furr reported that planning for the Railroad Passenger Car Alliance (RPCA) Conference that will be in town January of 2021 is going well. NCTM staff are headed to Albuquerque in 2020 for this year's conference.

Furr reported no requests were received this month for tourism support funding. Media placements were 33 and media assists totaled 15. PR coverage this month related to Autumn Jubilee and Rowan Little League softball teams visit to the White House. The Salisbury Post Community calendar has had 5,936 views for the month of October and 74,975 view year-to-date.

Sarah Michalec reported that in October the visitsalisburync.com website posted steady numbers with the average time spent on the site increasing. The email newsletters open rate was up last month and the first e-Newsletter using the new format goes out this month. Staff is hoping this will increase open rates as well. Michalec reports the open rate is up 133% over the last six months.

Michalec reported growth on all social media platforms with positive engagement toward outdoor activities during the fall season. Twitter was buzzing in October due to the softball girl's visit to the White House. The blog continues to do well. October had 1,750 more views than September as visitors sought information about the Polar Express, Halloween activities, and other events.

Furr gave a brief update on the Arts & Ag events as the second season ended in October. Furr noted that going forward, staff will support the large Art and Ag related events but will not market the events as a series in the sense of an Arts & Ag Festival.

Tourism Capital Committee

Whitney Wallace reported that the RailWalk Pavilion project construction is finishing up in December and January. There will be a grand opening event of some type for the Pavilion in the spring of 2020. Staff will be working on the outlining the options for facility usage and the criteria for facility rental over the next several months.

Wallace reported that the committee is currently involved in the development of the countywide wayfinding plan, development of a light adventure capital project, and the five-year capital plan.

Tourism Industry Update

Meacham reported that staff has met with hotel partners and the Salisbury Police Dept. to discuss vehicle break-ins and what can be done to proactively address this issue. The meeting was very productive and valuable information was shared by all parties attending.

Adjourn

Wallace thanked the members for attending today, wished everyone happy holidays, and the meeting adjourned at 1:15pm. The TDA Board will not meet in December 2019.

Respectfully submitted by: Lesley Pullium, RCTDA

Rowan County Occupancy Tax Receipts (GROSS)

MONTH	FY16-17	FY17-18	%CHNG	FY18-19	%CHNG	FY19-20	%CHNG
July	65,208.17	72,999.06	11.9%	82,827.79	13.5%	85,062.04	2.7%
August	66,663.57	76,010.73	14.0%	84,227.53	10.8%	87,388.13	3.8%
September	64,467.53	74,220.99	15.1%	88,060.74	18.6%	89,694.58	1.9%
Quarter Total	196,339.27	223,230.78	13.7%	255,116.06	14.3%	262,144.75	2.8%
October	79,169.16	92,286.61	16.6%	101,229.40	9.7%	113,427.41	12.0%
November	62,445.01	79,174.98	26.8%	84,418.19	6.6%	97,848.24	15.9%
December	54,165.23	68,584.25	26.6%	74,894.47	9.2%		
Quarter Total	195,779.40	240,045.84	22.6%	260,542.06	8.5%		
January	56,069.00	64,114.21	14.3%	72,190.74	12.6%		
February	59,387.76	68,703.79	15.7%	74,900.88	9.0%		
March	70,895.99	84,759.62	19.6%	93,890.99	11%		
Quarter Total	186,352.75	217,577.62	16.8%	240,982.61	10.8%		
April	83,161.39	92,168.35	10.8%	97,300.73	5.6%		
May	87,164.78	89,394.40	2.6%	92,104.89	3.0%		
June	76,624.86	85,776.47	11.9%	92,254.88	7.6%		
Quarter Total	\$ 246,951.03	267,339.22	8.3%	281,660.50	5.4%		
Adjmts Penalties							
Penalties							
Year Total	\$ 825,422.45	\$ 948,193.46	14.9%	\$ 1,038,301.23	9.5%		

