



**Salisbury-Rowan County Convention and Visitors Bureau Board of Directors  
Meeting Wednesday, May 11, 2016, Noon, Gateway Building**

**MEETING MINUTES**

Board Members Attending: Dan Peters, Mark Lewis, Craig Pierce, Suzanne Jones, Barbara Perry, Vivian Hopkins, Whitney Wallace, Bill Burgin, Krista Osterweil, Steve Hall, Darryl Blackwelder, Justin Dionne and Karen Alexander

Tourism Staff: James Meacham, Lesley Pullium, Tara Ludwig, Melissa Murguz, Lauren Litaker

Attending Guests, Liaisons, and Officials: Teresa Harris, City of Salisbury

Not Attending: Thad Howell, Kelly Alexander, Michelle Patterson and Tony Shaw

**I. SRCVB Call to Order**

Bill Burgin welcomed everyone and called the meeting of the Salisbury-Rowan County CVB to order at 12:15pm.

**II. Salisbury Tourism Development Authority Call to Order**

Bill Burgin as Chairman of the Salisbury TDA called the meeting to order

**III. Rowan County Tourism Development Authority Call to Order**

Krista Osterweil, RCTDA Chair, called the meeting to order.

**IV. Presentation of Salisbury TDA FY16-17 Budget**

Teresa Harris, City of Salisbury Finance Director presented the proposed Salisbury TDA FY16-17 budget (Appendix A) to the Board for review. Bill Burgin asked for a motion to schedule a public hearing for June 8th at noon for the Salisbury TDA FY16-17 budget

Motion: Mark Lewis  
Second: Barbara Perry  
Discussion: None  
Motion: Approved

Bill Burgin adjourned the Salisbury TDA Board meeting.

## V. Presentation of Rowan County TDA FY16-17 Budget

James Meacham presented the proposed RCTDA FY16-17 budget (Appendix B) to the RCTDA Board of Directors for the consideration. Krista Osterweil called for a motion to schedule a public hearing for June 8<sup>th</sup> at noon for the Rowan County TDA FY16-17 Budget.

Motion: Craig Pierce  
Second: Dan Peters  
Discussion: None  
Motion: Carried

Krista Osterweil adjourned the Rowan County TDA Board meeting.

## VI. SRCVB Meeting Minutes

Bill Burgin noted that the meeting minutes from April were emailed to the Board of Directors and he asked everyone to take a few moments to review the minutes. After the minutes were reviewed Mr. Burgin asked for a motion to approve the minutes as presented:

Motion: Craig Pierce made a motion to approve the meeting minutes  
Second: Barbara Perry  
Discussion: None  
Motion: Approved

## VII. Financial Report

CVB, Treasurer Mark Lewis reviewed the financial statements that were distributed via email to the CVB Board with their meeting packets and were presented to the Board. CVB financials are included as (Appendix C) in the meeting minutes in addition to the occupancy tax collection figures.

Mr. Lewis reported on the CVB's cash position, current assets, account receivables and reviewed the CVB's statement of activities year to date as of April 30, 2016. Mr. Lewis and CVB, CEO James Meacham reported that occupancy taxes fiscal year to date are ahead of last fiscal year even though March 2016 was down. Both Lewis and Meacham reminded the Board that March 2016 would be down from March 2015 due to a large one time business account that occurred last year and Easter falling in March. It was noted that April 2016 is projected ahead of April 2015. Bill Burgin called for a motion to approve the financials as presented.

Motion: Dan Peters  
Second: Suzanne Jones  
Discussion: None  
Motion: Approved

## A. Presentation of SRCVB 2016-2017 Proposed Budget

James Meacham provided an in-depth report on the CVB's proposed FY2016-2017 budget and reviewed each line item with the board of directors as outlined in the budget document (Appendix D). Meacham also provided a strategic overview of the budget its goals and objectives and the approach behind the budget as outline in the Budget Message Letter (Appendix D). The board was pleased with the budget and were asked to review the budget again between now and the June meeting. Bill Burgin called for a motion to schedule a public hearing for June 5<sup>th</sup> at noon.

Motion: Dan Peters  
Second: Suzanne Jones  
Discussion: None  
Motion: Approved

## VIII. Tourism Capital Committee

Committee Chairman, Mark Lewis reported that the Capital Committee did not meet in May but did provide the Board full updates on the following tourism capital projects supported by the **eVE**.

1. The CVB staff applied for a grant through the NC Department of Health and Human Services for funds to install phase 2 and 3 of the wayfinding system, total of \$90,000 requested
2. Phase 2 is finishing up final DOT review and a9ditional installations are scheduled to occur over the summer and early fall.
3. Morgan Ridge Brewhouse is under construction, this was a project the CVB has funded and the CVB has been very involved in supporting this project
4. Railwalk development plan is underway and the committee hopes in the next 30 to 60 days to have a final plan in hand and determine the working budget for the project
5. Hogan's Alley on Main Street next to Sweet Meadow and a new public art sculpture at the Rowan Museum are set for completion in May, both of these were made possible by the CVB's capital program.

## IX. Master Plan Committee

Committee Chair, Barbara Perry reported that the Master Plan committee did not meet in May, but Perry updated the Board on the progress of the Rowan County Arts and Culture Fund and the launch of the 2016 Sculpture Show. Show information was distributed to the Board and Perry personally thanked the CVB and the City for their continued support of the cultural tourism event.

Mayor Alexander thanked Perry and Lynn Raker, City Planner, for their efforts to apply for and receive an award for the Sculpture Show from the Centralina Council of Governments. The Board also thanked Perry and Raker for their continued effort to make the show a reality in Salisbury.

## X. Destination Marketing Committee

Committee Chair Krista Osterweil reported that the committee will hold their May meeting later this month and she called on Tara Ludwig, CVB Director of Marketing and Communications and Lauren Litaker, CVB Director of Digital Marketing and Content to provide a program of work report to the CVB Board. A copy of the full report (Appendix E) is included in the meeting minutes. Some key highlights presented to the Board were:

### Trolley Program:

- Supporting 190 room nights calendar year to date
- Calendar year to date ridership of over 2,184
- 28 groups/rentals booked calendar year to date
- Blooms and Barrels set to launch a tour and tasting at 4 wineries in June 2016

### Partnership Marketing

- New Sarum Grand Opening was successful with 5 packages sold and 14 room nights
- Blooms and Barrels is expected to sell out again and produce 15 room nights
- Day Out with Thomas Packages are already for sell with projected room nights of 200

### Digital Marketing

- Lauren Litaker reported that April 2016 witnessed:
  - Social Media engagement of 81,246
  - Email newsletter distribution of 18,862
  - Website unique visitors of 23,946
  - Total Digital engagement/reach of 124,054
- Litaker provided the CVB Board an update on the development of the CVB's new CRM (Customer Relationship Management) system and especially focused on the new opportunities for community partners to enhance and engage their digital presence throughout the market and in partnership with the CVB. The Board was very encouraged with the progress and the future opportunities available to partners
- Litaker also highlighted recent social media marketing strategies that have proven successful for Rowan County and highlighted how partners can engage directly with the CVB and capitalize on the CVB's reach.

### Group Business and Marketing Support

- Tara Ludwig reported that the Destination Marketing recently approved 3 marketing support requests for lodging support and food related hospitality costs. They were for Tilley's Harley Davidson Biker and BBQ event, Salisbury Pride Fest and Downtown Salisbury Inc.'s Summer Sip. Estimated room night generation from all 3 events is 75 to 125.
- Ludwig reported that calendar year to date the CVB has supported over 1,900 room nights.
- Litaker reported that work on the new website will begin in earnest in the next 30 to 45 days with the bulk of the development occurring after the brand launch.

## **XI. Rowan County Branding Initiative**

James Meacham reported that the Taskforce met April 28 and officially approved the Truths, Strategy and Brand Platform for Rowan County. The creative process for the Brand began May 1 and should be wrapped up and in the community by the end of 2016/late fall just before Thanksgiving. Meacham also added that the improvements in digital hardware and software plus the expanded marketing coupled with new digital assets from photo shoots and video shoots are paying dividends in developing the new brand and expanded marketing. These will pay long term dividends in the future as we support community partners and their efforts into 2017 and beyond.

With no additional business to present or discuss, Bill adjourned the meeting at 1:16pm.

Submitted:

Salisbury Rowan County Convention and Visitors Bureau

