



**SALISBURY-ROWAN COUNTY CONVENTION & VISITORS BUREAU**  
204 E Innes Street, Ste. 120, Salisbury, NC 28144  
800-332-2343 • 704-638-3100 • FAX 704-642-2011

**Name:** Master Plan Committee

**Date of Meeting:** April 12, 2016

**Committee Chair:** Barbara Perry

**Date of Next Meeting:** TBD

---

**Committee Members Attending:** Barbara Perry, Lynn Raker, Edward Norvell, Michelle Patterson, Paula Bohland, Tony Shaw, Thad Howell, Joe Morris

**Tourism Staff:** James Meacham, Lesley Pullium, Tara Ludwig,

**Not Attending:** Darrell Blackwelder, J Wesley Thompson

---

Barbara Perry called the meeting to order at 2:30 PM.

### **Rail Walk Project**

James Meacham provide the committee an update on the project for the Rail Walk. Meacham reported that Morgan Ridge Brewhouse and Restaurant are under construction with an opening date set for summer 2016. It was discussed that the CVB is contracting with Stewart group for the streetscape related improvements for the Rail Walk in the 300 and 400 block of Lee Street. The tentative plan is to have final project pricing back to the CVB in May 2016 for consideration.

The committee was pleased with the progress with the Railwalk and looking forward to seeing the final drawings. The timeframe presented would put improvements to the Rail Walk starting in June or July of 2016.

## Rowan Arts and Cultural Fund

The Master Plan committee discussed the current status of the Rowan County Arts and Cultural fund and received a report from James Meacham.

Mr. Meacham presented to the committee that the general structure of the fund is in place through the Salisbury Community Foundation, via the Foundation of the Carolinas and has initial pledges of \$10,000 from the Community Foundation and \$10,000 from the Rowan Arts Council. The fund is designed to provide additional arts and cultural funding to Rowan County arts and cultural organizations (501c3 nonprofits) through regional corporate giving.

Mr. Norvell and community leaders hosted a meeting earlier in 2016 with potential corporate donors who were receptive to the concept of the fund and its potential for supporting arts and culture in Rowan County. During the meeting a positive discussion regarding the “local commitment” to the fund arose and was discussed among community and corporate representatives. The need for the local community to be invested in the fund prior to requesting corporate giving was evident and presented to the Rowan Arts Council Board at their last meeting and to the Master Plan Committee by Meacham and Norvell.

Meacham presented a request to the committee to make a one-time pledge of \$10,000 to the Rowan County Arts and Cultural fund as an initial investment and a match of the Arts Council’s pledge and the Community Foundation’s pledge. An established goal would be to obtain \$40,000 to \$60,000 in local funding pledges and then approach the first corporate donor with a request to match the local investment in the new fund. The Master Plan committee’s budget has \$10,000 currently for supporting Arts and Culture in Rowan County. The committee felt supporting the fund meets that purpose.

The committee discussed the proposal and agreed that is a sound strategic move for the committee’s goal of supporting and enhancing arts and cultural funding in Rowan County.

Motion: Thad Howell

*Make a pledge of \$10,000 from the Master Plan committee’s FY15-16 budget for Arts and Cultural support through a contribution to help start the Rowan Arts and Cultural Fund.*

Second: Paula Bohland

Discussion: No additional discussion

Motion: Passed unanimously

**County Wide Wayfinding Signage System**

The committee discussed the idea of conducting a feasibility study for developing a county wide wayfinding signage system to connect with the current Salisbury system, create a greater sense of place, and enhance the visitor’s experience and as a mechanism to rollout the new brand in a lasting manner.

James Meacham presented a proposal for the feasibility by Buzz Bizzell (designer of the City system). The request would be for the committee to vote to recommend that the CVB Board of Directors include the feasibility study in the Master Plan committee’s FY16-17 budget.

The committee reviewed the proposal and discussed that is a very affordable price given the scope of work, detail and hours involved in such a project. Study proposal:

---

County Wide Wayfinding signage Feasibility Study

Overview: A county wide wayfinding signage program would become one of the most efficient ways to promote the newly developed Rowan County brand. The study itself would allow us to organize key destinations as cultural centers and directional messages between Rowan County cities. The scope of the work could be compared to a wayfinding sign program for a city as large as Atlanta.

- A) -Orientation: Study existing Rowan County maps. Visit each city (town ) and catalogue key destinations, history, architectural features and connective routes. Develop a preliminary listing for wayfinding signage..... 90Hrs
  
- B)- Mapping: Create an interactive digital map showing preferred routes between cities that highlights destinations and connecting routes. With the maps in hand we will develop the wayfinding logic, distances between locations along with preliminary budgets for production & installation..... 55Hrs
  
- C) - Design Concepts: Based on all of the information gathered we will develop a series of wayfinding sign designs and styles that compliment the overall branding effort and the individual identity of each town. The signage designs will range from typical custom wayfinding signs to single position directional signs. Also included will be designs suggesting modifications to typical NCDOT type signs to display the new Rowan County branding system..... 120Hrs

Note: all of the compiled data, maps and designs will be organized in a 30-50 page guide book that will serve as a working document arranged by town, connected by county roads and state highways, etc. The signage types will include: A- branded wayfinding, B- single position directional signs, C- Brand enhanced NCDOT signage, D- Options for image connected downtown directional signs for downtown areas and regional parks.

---

Total Design Fee..... \$28,670.00

The committee discussed the proposal and agreed that launching a County wide wayfinding system would provide Rowan County a competitive advantage and would be an excellent opportunity to launch the Rowan County Brand and connect to the current system in the City of Salisbury

Motion: Ed Norvell

*Motion to recommend to the CVB Board of Directors to include in the FY16-17 budget funding to the Master Plan Committee to develop the County system and entrance way signs into the City of Salisbury.*

Second: Michelle Patterson

Discussion: No additional discussion

Motion: Passed unanimously

The meeting adjourned at 3:00pm

Respectfully submitted by:

James R. Meacham, SRCCVB CEO