



Convention & Visitors Bureau
North Carolina

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BOARD OF DIRECTORS MEETING

Wednesday, April 12, 2017, Noon, Gateway Building

MEETING MINUTES

Board Members Attending: Krista Osterweil, Mark Lewis, Thad Howell, Craig Pierce, Steve Hall, Shannon Stewart-Hill, Barbara Perry, Edward Norvell, Tony Shaw, Vivian Hopkins, Brian Miller

CVB Staff: James Meacham, Lesley Pullium, Natasha Simmons, Tara Furr, Lauren Litaker, Wade Furches, City of Salisbury

Attending Guests: Janet Gopen, City of Salisbury

Not Attending: Kelly Alexander, Whitney Wallace, Amie Baudoin

I. SRCVB Call to Order

CVB Board Chair, Krista Osterweil called the meeting to order at noon and thanked everyone for their attendance.

II. Salisbury TDA Call to Order

Mark Lewis called the Salisbury TDA to order for consideration of the Salisbury TDA's 2016-2017 Audit Contract. Wade Furches presented the Salisbury TDA the 2016-2017 Audit Contract for consideration.

Motion: Barbara Perry made a motion to approve the audit contract as presented
Second: Karen Alexander
Discussion: None
Motion: Unanimously approved

Mark Lewis adjourned the Salisbury TDA meeting.

III. Approval of SRCVB Board Meeting Minutes

Osterweil called for a motion to consider approval of the March 2017 CVB Board meeting minutes.

Motion: Craig Pierce, motion to approve.
Second: Vivian Hopkins
Motion: Approved

IV. SRCVB Financial Summary Report

Mark Lewis and the CVB Board reviewed the CVB financial statements and summary reports as of 3-31-17 and reviewed hotel occupancy taxes as of 2-28-17.

V. Tourism Capital Committee

Committee Chair Mark Lewis reported that the Committee met yesterday with community partners and representatives of the City of Salisbury to review 3D draft renderings for the Railwalk centerpiece project. Ramsay, Burgin, and Smith presented the 3D visuals and gathered feedback from the group. Burgin also met with City staff regarding design considerations and maintenance of the Railwalk based on design considerations.

A full presentation was submitted to the CVB Board of Directors. The Board provided in-depth feedback and direction to CVB staff for consideration. Some areas of consideration yet to be determined are final cost estimates, additional design considerations, public art inclusion impact to the National Historic District and long term maintenance strategies and solutions. In general, the Board was pleased with the draft plan and the direction.

Mark Lewis offered that CVB staff follow up with Bill Burgin and meet again with City Staff to include the considerations discussed at the CVB Board meeting. Then present back to the Capital Committee in either May or June.

VI. Tourism Master Plan Committee

Barbara Perry provided a full presentation to the CVB Board on the 2017 Sculpture Show in addition to information on all of the Public Art purchased as permanent inventory in Salisbury. The presentation provided great context on the impact and effectiveness of the Sculpture Show both for the community and visitors. The Board thanked Perry for her dedication and leadership with Public Art.

Ed Norvell reported that a called meeting of Arts and Agriculture leaders is scheduled for later in April. The meeting will serve as a platform to present the 2018 Arts and Agriculture concept to community partners. If the partners are on board the CVB will begin developing a full scale program in partnership with the appropriate groups in the community. CVB staff will plan to present to the Board the outline of the 2018 program in May or June.

VII. Destination Marketing Committee

Committee Chairman Thad Howell reported that the committee met last week and in addition to discussing current marketing programs approved two tourism support requests for Fin Feather and Fur and Salisbury Pride. Funds were approved in accordance with the Committee's policies and were for lodging support and hospitality costs.

CVB staff Lauren Litaker and Tara Furr provided a full update on marketing, packages, public relations, visitor services, Trolley and group sales as of March 31.

Tara Furr reported that the CVB in partnership with Rowan County and the City of Salisbury will again host the Little League World Series. Meacham reported that the CVB did decrease the level of funding support by 50% from the previous year, but still is serving as the primary local sponsor. The event will bring in close to 550 room nights.

VIII. Rowan County Branding Initiative

The Board received a full update and a recap of the Rowan County Brand Story, Be an original. Lauren Litaker provide the CVB Board a presentation of the prototype of the new CVB website and went through its extensive capabilities and visual presentation on desktop, tablet and mobile. The new responsive design site will launch in September 2017.

The CVB staff presented to the Board new Brand logos for the CVB specifically. The revisions to the original brand logos now include Salisbury, NC as a geographic identifier on the CVB's marketing logo (i.e. external market logo) and for the organization's business logo (i.e. internal market logo) the logo now includes the full name of the CVB.

The Board was pleased with the changes and thanked the staff for the very fast turnaround.

IX. Old Business

Meacham reported that occupancy tax legislation regarding a consolidated Rowan County tax structure was filed in the North Carolina House and referred to the Committee on State and Local Government II. The process could take the entire summer to complete and staff will keep the Board posted as updates occur.

X. Adjourn

Krista Osterweil adjourned the meeting at 1:18pm.