



Convention & Visitors Bureau
Rowan County, NC

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ROWAN COUNTY CVB BOARD OF DIRECTORS MEETING

Wednesday, January 11, 2017, Noon, Gateway Building

MEETING MINUTES

Board Members Attending: Steve Hall, Amie Baudoin, Mark Lewis, Suzanne Jones, Brian Miller, Shannon Stewart-Hill, Craig Pierce, Edward Norvell, Thad Howell, Darrell Blackwelder and Karen Alexander

CVB Staff: James Meacham, Lesley Pullium, Natasha Simmons, Tara Furr

Attending Guests: Wade Furches, City of Salisbury, Tony Brewer, Eddie Carrick CPA Firm

Not Attending: Krista Osterweil, Kelly Alexander, Whitney Wallace, Tony Shaw, Vivian Hopkins, Barbara Perry

I. SRCVB Call to Order

CVB Treasurer, Mark Lewis called the meeting to order at noon and thanked everyone for their attendance.

II. Approval of SRCVB Board Meeting Minutes

Lewis called for a motion to consider approval of the November 2016 CVB Board meeting minutes.

Motion:	Craig Pierce, motion to approve.
Second:	Thad
Motion:	Approved

III. Salisbury TDA Audit

Wade Furches with the City of Salisbury presented the Salisbury TDA Audit for Fiscal Year 2015-2016. The Salisbury TDA received a clean audit report. The Audit was submit to the NC Treasurer's office and the Local Government Commission and were approved.

IV. Rowan County TDA Audit

Tony Brewer with Eddie Carrick CPA presented the Rowan County TDA Audit for Fiscal Year 2015-2016. Mr. Brewer thanked the Board for the opportunity to work with both the Rowan County TDA and CVB and recognized the staff for making the Audit process quick and efficient and maintaining sound financial records. Mr. Brewer reported that the Rowan County TDA received a clean audit report. The Audit was submit to the NC Treasurer's office and the Local Government Commission and were approved.

V. Rowan County CVB Audit

Mr. Brewer presented the FY2015-2016 CVB Audit to the Board of Directors. He noted that since the CVB is not a public agency and is a 501c6, not-for-profit, its audit is not submitted to the NC Treasurer's office and the Local Government Commission. Mr. Brewer presented the highlights and reviewed the Audit with the Board and informed the Board that the CVB received a clean audit.

VI. Financial and Occupancy Tax Report

Mark Lewis reported on the hotel occupancy tax collections through November 2016. November 2016 was up 3.2% from November 2015 and set another all-time for monthly market revenue. Lewis went over in detail the financial summary that was provided to the CVB Board of Directors and reviewed the Financials as of 12-31-2016. Lewis also noted that December 2016 is projected to be another record month based off of the success of Polar Express.

VII. Tourism Capital Committee

Committee Chair Mark Lewis reported that the Committee's January meeting will take place on January 31st and will be a planning session for the Railwalk.

VIII. Tourism Master Plan Committee

Ed Norvell reported on behalf of the Master Plan Committee. Norvell noted that the selection of the 2017 Salisbury Sculpture Show is underway, while planning for the 2018 Arts and Agriculture tourism initiative will begin in the first quarter of 2017. He informed the board that the Committee is close to selecting grants consultant to secure on a contract basis to identify and apply for new arts and cultural funding. Lastly it was reported that Duke Energy provided new corporate funding to the Arts and Cultural Fund of Rowan County that started through the Master Plan Committee.

IX. Destination Marketing Committee

Committee Chair Thad Howell, reported to the Board that the Destination Marketing Committee (DMC) met this morning and received a full sales and marketing report in addition to a complete update on all new brand efforts. Thad asked Tara Furr to report on behalf of the committee.

Tara specifically highlighted some key upcoming groups that the CVB secured including the Chamber of Commerce Association of Executives Conference in April, the Cornish Jack Convention in September and the NC Fine Arts Conference in February and the German Theater Production Company in October. Additionally the CVB is working with some smaller groups including upcoming weddings and reunions.

The Board was informed that Polar Express in 2016 double the CVB's initial goal of 200 room nights and the CVB ended up booking just over 440 room nights and the NC Transportation Museum sold over 32,500 tickets, the event ended up being a multi-million dollar event for the community. Tara also added that this Holiday Season Scrooge Trolley Tours was successfully transferred from the CVB to Lee Street Theatre without any challenges and Scrooge went on to post another record year in ticket sales.

Mayor Alexander reported that the City of Salisbury will host a delegation from Salisbury, England April 18-25, 2017. The delegation will visit Salisbury and surrounding areas in North Carolina.

X. Rowan County Branding Initiative

The Board received a full update and a recap of the Rowan County Brand Story, Be an original. Currently the CVB team and Miller Davis are actively engaged with multiple community groups and Rowan County on both brand conversions and education. The CVB has already presented to or is scheduled to present the brand or

engage the brand with Educational Institutions (Livingstone, RCCC, Catawba, Hood, RSSS) Rotary, Granite Quarry, China Grove, Chamber of Commerce Annual Gala, Gold Hill, Civitan and the Rowan County Realtors Association.

Brand conversions are already in place or underway with the County, CVB, EDC, Chamber of Commerce, Arts Council, Airport, County Parks, County Libraries and the Healthy Rowan Initiative.

It was also reported that the digital infrastructure upgrades with the CVB for hardware, software, technology, website, CRM, digital and social have gone very well so far. The only remaining component is the website and finalizing social media revamps. Minor changes to the current website are in place to demonstrate the new County brand. The County and the CVB are on a dual track for the redevelopment of both websites as new platforms to tell the brand story and to service visitors, citizens and businesses.

XI. Additional Business

Meacham thanked the CVB Board for their outpouring of prayers, support and care for the CVB staff as Lauren, Lesley and Meacham's family are all going through a series a family health matters and loss.

XII. Adjourn

Mark Lewis adjourned the meeting at 12:52pm.