



**Salisbury-Rowan County Convention and Visitors Bureau Board of Directors Meeting  
Wednesday, September 14, 2016, Noon, Gateway Building**

**MEETING MINUTES**

**Board Members Attending:** Craig Pierce, Mark Lewis, Suzanne Jones, Barbara Perry, Vivian Hopkins, Ed Norvell, Whitney Wallace, Steve Hall, Thad Howell, Amie Baudoin and Karen Alexander

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

**Attending Guests, Liaisons, and Officials:** Bill Burgin, CVB Attorney Andy Abramson and Teresa Harris

**Not Attending:** Tony Shaw, Darryl Blackwelder Krista Osterweil and Shannon-Stewart Hill

**I. SRCVB Call to Order**

Acting Board Chair, Mark Lewis called the meeting to order and welcomed everyone to the September gathering of the Convention and Visitors Bureau (CVB) Board of Directors. Mark Lewis also called the Salisbury Tourism Development Authority to order.

The Salisbury Tourism Authority was presented a proposed slate of officers to submit to City Council for consideration. The slate included Krista Osterweil as Chair and Mark Lewis as Vice Chair for the Salisbury TDA. No other names were nominated and the question was called. Motion was approved.

Teresa Harris, City Finance Director presented the Salisbury TDA with an audit contract for a FY2015-2016 audit with the firm Elliot and Davis. The Salisbury TDA Board reviewed the contract as presented.

Motion: Edward Norvell-Approve the FY2015-2016 Salisbury TDA Audit Contract

Second: Brian Miller

Discussion: None

Motion: Approved

Motion: Brian Miller-Adjourn the Salisbury TDA

Second: Barbara Perry

Discussion: None

Motion: Approved

## **II. Approval of SRCVB Board Meeting Minutes**

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

Motion: Craig Pierce, motion to approve.  
Second: Suzanne Jones  
Motion: Approved

## **III. Financial Report**

Mark Lewis reported on the CVB financials through August 31, 2016. A full financial summary sheet (Appendix A) was provided to the CVB Board and the Profit and Loss Statements and Balance Sheet were reviewed. Additionally the occupancy tax performance chart through July 2016 was presented and showed a 1.5% increase in occupancy taxes in July 2016 compared to July 2015. Hoteliers on the CVB Board noted that regular business travel was down in July 2016 compared to July 2015. However the CVB's efforts to host the 2016 Little League World Series in July turned what would have been a solid negative month into a positive and helped set another record month in hotel market revenue.

Lewis called for a motion to approve the financial information as presented.

Motion: Craig Pierce  
Second: Amie Baudoin  
Motion: Approved

## **IV. Tourism Master Plan Committee**

Committee Chair Barbara Perry reported that the Master Plan Committee will hold its first quarterly meeting on September 28<sup>th</sup> and it will be a combined meeting of the Master Plan committee and its subcommittees. Perry also gave the Board a full update on the development of the Arts and Cultural Fund in partnership with the Salisbury Community Foundation. Perry thanked Commissioner Pierce for his time and guidance regarding working with the County Commissioners and for his commitment to the tourism board.

Perry reported that committee leadership has reached out to a variety of sources, including Rowan County to determine the best possible course for writing new grants for increased arts and cultural funding in Rowan County. Additionally it was discussed that on the 28<sup>th</sup> the full Master Plan committee will establish the initial framework for a 2018 tourism development program centered on arts and agriculture and connecting it to the upcoming Rowan County Brand Story.

## **V. Tourism Capital Committee**

Committee Chair Mark Lewis called on James Meacham to report to the Board. Meacham provided the Board an update on the Tourism Capital program. It was reported that NCDOT has approved roughly 98% of the phase 2 wayfinding signage system for Salisbury and tentative plans are for installation to occur in the first quarter of 2017. Additional

summary reports were provided on the opening of Morgan Ridge Railwalk Brewery and Eatery, Hogan's Alley and the addition of interstate off ramp signage for the wayfinding system.

Meacham reported that the Capital Committee worked to obtain 4 proposals for design and development services for the Railwalk project. The committee has identified two vendors it wants to work with for different parts of the project and will ask each to resubmitted proposals for different elements of the project. Combined the cost of services fall within the committee's budget.

James Meacham called on Bill Burgin to report on the Phase 1 Environmental Work completed on the Rouzer Building and Property. Bill Burgin's firm is managing the Environmental Process for the CVB on a pro bona agreement. The Board was provided a copy of the Phase 1 report (Appendix B). The report conclude that were no incidents identified that occurred on the Rouzer Property that caused any environmental contamination and there is a clean onsite history.

The report did identify 4 off-sites in the vicinity (within 500 feet) of the Rouzer building that have a recorded history of environmental concern and potentially could have impacted soil underneath the Rouzer property. Meacham presented this to the CVB Board for consideration. After discussion the Board determined that it is best to pursue additional soil testing of the property before executing an option to purchase.

Mark Lewis called for a recommendation and motion to instruct staff on how to proceed with the Rouzer property.

- Motion: Edward Norvell: Authorize the CEO of the CVB to secure soil testing services on the Rouzer property to determine if any environmental issue are present at a cost not to exceed \$5,000 and to modify the option agreement with Rouzer Inc. by adding a 60 day purchase extension.
- Second: Brian Miller
- Motion: Approved

The CVB Board discussed that if the property is found to be clean and obtained by the CVB, that the Capital Committee leadership and staff begin to engage the appropriate City Staff in the development process, regarding ordinances, property requirements, and the Historic Preservation Commission. James Meacham and Bill Burgin both agreed with the recommendation and will proceed accordingly.

## **VI. Rowan County Branding Initiative**

The Board received an update that the Brand Story's development is in the creative phase and the creative committee met on August 23<sup>rd</sup> and approved the Rowan County Brand Story and will submit it to the full Brand Taskforce for approval on September 19, 2016. The planned release of the Rowan County Brand Story will occur on November 17, 2016 at the Chamber of Commerce Power in Partnership Breakfast.

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 social media revamps. 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.

## **VII. Destination Marketing Committee**

Committee Chair Thad Howell reported to the Board that the Destination Marketing Committee (DMC) met on September 1, 2016 and under its recently streamlined tourism partner support program had two tourism support requests to consider. Howell reported that the committee approved a request from Rowan Cabarrus Community College to support lodging and hospitality costs associated with the NC Fine Arts Conference in February 2017. The committee approved support up to \$2,600 for the 3 day conference held in Rowan County. The committee also approved funding up to \$1,000 for Lee Street Theater to develop and promote overnight packages for a concert by John Oats paired with October Tour.

CVB Director of Marketing Lauren Litaker went over the CVB's Destination Marketing Report for the month of August 2016. (Appendix C).

## **VIII. Adjourn**

Mark Lewis adjourned the meeting at 12:58pm.