



April 26, 2018
2nd Floor CVB Conference Room
Meeting Minutes

Members Present

Bureau: Jenny Bell, Jessica Bennett, Angie Brady, Myron Jones, Sarah Bracewell, Denise Comulada, David Nash

Members: Deanna Morgan, Hunter Freeman, L'Keisha Black, Carlette Benton, Ramona Moore, Charles Sinclair, Lily Schmidt, Aurora Crowell, Byron Mcneill

Guests: Larry Dobbins

Summary / Group Information Sharing

Myron Jones called the meeting to order at 8:30 a.m. He welcomed everyone and thanked them for attending the meeting. He then asked attendees and the guest speaker to introduce themselves to the group.

Jenny wanted to highlight some of the signature events that are in Fayetteville happening in October. She then introduces Jan Johnson and Pat Wright from The Indigo Moon Film Festival, Wes and Sandy Cookman from WIDU, and Michael Chaudhuri from the Fayetteville ComicCon.

Speakers

Larry Dobbins – Mayor, Town of Spring Lake

Larry Dobbins is a native and the current Mayor of Spring Lake as well as a graduate of Fayetteville State University. He also serves as a pastor of the Mount Vernon AME Zion Church as well as a small business owner of Dobbin's Tax Service.

Larry introduced himself and thanked the group for having him. He strongly urged the group to not forget to promote Spring Lake for their hotels and local events. He mentioned that Spring Lake has a population of about 15,000 people and discussed the history of how Spring Lake received its name. He also mentioned they have 3 Fayetteville Technical Community College campuses located in the town. They hope to open their first Splash Pad in July 2018 and a newly

renovated tennis court. Myron asked if Larry could comment on the new construction coming up in Spring Lake that is affecting businesses. He said he is going to hold off on making comments now, but they will commercial and residential. Then Myron asked about Linden Oaks development and how it affects Spring Lake. Larry mentioned that with the right dynamics they can annex the small area between them and Linden Oaks. It will still be Harnett County, but it will be beneficial to Spring Lake. Unfortunately, Linden Oaks is owned by the military and they chose to divide the town. Angie Brady asked Larry to discuss about McCormick Farms and their special events. He said it is going to be a state of the art farm and facility and a destination place that will be economically sound. Spring Lake will not get a lot of financial benefits because they are in the county and not in the city.

Score Card

- Myron reviewed the Sales Department Score Card.
 - He mentioned that NC Panthers Basketball are doing a Stay to Play tournament. If they don't stay at the one of the properties listed, they won't play. He also mentioned that the group is going to request getting a commission like TFC Friendlies.
- Jessica Bennett reviewed the Tourism Department Score Card.
 - She mentioned they are longer doing the Welcome Center Coupon Card.
- Melody Foote reviewed the Communications Department Score Card.
- Denise Comulada reviewed the Visitor Center Score Card.

Visitor Profile

David Nash reviewed the Visitor Profile.

Smith Travel Report

Angie Brady reviewed the Smith Travel Report.

Estimated Economic Impact (EEI) and Contracted Revenue

Myron and Jessica reviewed the EEI and Contracted Revenue for pending, verbal definite and definite leads.

Tourism Report and New Products

Angie reviewed the Tourism Report and New Products.

- Tourism Partner Day at I-95 North and South will be on May 10th and 11th. She mentioned that a visitor in the past stopped at I-95 South and spoke to the Museum of the Cape Fear they came back to tour the 1897 Pope House. She encouraged the properties to come and bring information about their hotels.
- Angie also encouraged to provide her with their holiday specials. David mentioned that only one hotel participates. He suggested to be competitive and provide their specials.

- She mentioned that for NC Beer Month they are doing a Passport and all 5 local breweries are participating. The way to participate is to get a passport, get stamps from all breweries, return to the CVB and receive one free item from the gift shop. Other CVB's are seeing what Fayetteville is doing with this product and asked how it works and interested in using the idea for their own CVB's.
- She mentioned that the Visitor's Center has free Cumberland County maps.
- She stated that they continue to do the content marketing with the 219 Group as well as the call tracking to county properties. She said they know the calls are coming in from the CVB's website to the properties.

Communications Report

Melody reviewed the Communications Report. She mentioned that Jenny Bell manages a local and regional blogger group. Dirtbag Ales wanted to use their group to help promote their location. There were 45 social media posts about the organization.

Visitors Center Report

Denise reviewed the Visitors Center Report.

Group Information Sharing

Myron mentioned that the NC Society of Government Meeting Professionals is hosted at the Ramada on May 8-9, 2018 and asked if anyone wants to sponsor they are more than welcome to. He also mentioned that Jenny helped coordinate the local breweries to donate some beer and have them taste test as well as provide comments. Myron also said he sent out an email to everyone asking if they want to donate a basket or item for AENC or MPI. Lily Schmidt mentioned that FAHA has a speaker from the Fayetteville Chamber to talk about the new baseball field and how hotels will be able to benefit from the baseball field. Jenny mentioned that the Historic Tours downtown came out with a new rack card. Downtown Alliance is no longer responsible because the Cool Spring Downtown District is. They will be doing major holiday carriage rides as well. She also mentioned that she would like to start mentioning the holiday specials for the hotels in her blog. Also, Dirtbag Ales opened their new farmer's market and had an overwhelming amount of people show for their strawberry festival. They will be doing this every Saturday starting May 6, 2018. Angie mentioned they are going to have space where they are going to have concerts, games, events, etc. Jessica also mentioned that the hotels might want to think about having transportation for these kinds of events because micro-breweries are becoming popular. Lily suggested that the hotels might want to work together with transportation.

Next Meeting – May 24, 2018; 2nd Floor CVB Conference Room

Meeting Adjourned