



Spring Lake United

July 06, 2017

Country Inn and Suites, Spring Lake

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Members Present: Dee Johns; Robbie Larreau; Sam Jones; Pavan Patel; Kim Wilkes; Desiree Hoy; Cynthia Little; Monica Turner; Jennifer Craig; Kimberly Wiley; Kirk DeViere; Suzanne Geiss; Stephanie Decatur; Angie Brady; Jessica Bennett

Members Absent: Curtis Worthy; Jane Connolly; Anja Palasky; Nicole Blunt; Collen Bowers; Dev Rajababoo; Chris Rey; Vivek Tandon; William Wellons; Paula Maczak; Tad Davis; John Meroski; Myron Jones

Welcome: Paven started the meeting at 12:55. He welcomed and thanked everyone for attending and stated his hopes of great partnership with the town.

June Minutes: There were no adjustments to the June meeting notes.

Paven then let 219 Group start their update.

Suzanne passed out handouts of their presentation and reviewed the retargeting, remarketing and call tracking updates. Kirk mentioned that they would be refining the marketing audience and he also presented the master graph (April, May, June) that John requested. Pavan requested the dollar amount be added into the graph and Kirk agreed to do so. See attached report for detail.

There was no Town of Spring Lake update.

Sam went into the update for Parks and Recreation and mentioned the upcoming events; Fall Athletic Registration began July 1st which includes football, cheerleading, volleyball and soccer – The next Screen on the Green will be showing the Jungle Book July 14th, followed by Sing August 11th – The Spring Lake Police Department will be hosting a National Night Out August 1st – A Carnival is to be held in the Big Lots parking lot September 14th -16th, still in the planning process and more details to come – The USO will be hosting a 5K Bridge Walk/Run September 16th. He also mentioned that the first session of swimming lessons went well and the next session starts Monday. Lastly, Sam stated that he was excited of all the good things coming, to include Heroes Homecoming and the Community Yard Sale.

There was no Chamber update.

There was no Carvers Creek Update.

There was no Fort Bragg MWR update.

Angie gave the CVB update on behalf of John, who was absent. She started by mentioning that she had Visitor Guides in her car and that if anyone needed any to please pick up their supply after the meeting. She also mentioned that the intent will be to have guides at each meeting and anyone who needs a supply can pick up then. Angie then reviewed the status report and mentioned that the digital copy of the Visitor Guide was in the process of being converted and as soon as the website is finished it will be added, as well as added to the CVB website and NearlyFortBragg. She also stated that with this new fiscal year, the CVB was going to be adding more content to Facebook posts and encouraged everyone to join the additional social media outlets, if they had not already. She then reminded the group of the CVB monthly Sales and Marketing meetings and that the CVB would love to see some Spring Lake presence. Kim Wilkes did state that the meeting time was an issue and if it began later in the morning, more might would attend. Stephanie addressed the group and mentioned she would see what could be done regarding time. Angie then took a moment and asked everyone how they felt about a one page, area map that had been discussed with Tad and mentioned by John. She wanted to know if they felt it would be a beneficial product. The group thought it was a great idea but Paven suggested maybe waiting until all the construction is finished before producing. Lastly with no concerns from the group, Angie turned the meeting back over to Paven.

Before adjourning the meeting, Paven asked everyone to consider adding a quarterly, evening meeting, with reception following, to the calendar. This would give other leaders in the community the opportunity to become a part of the group, as well as socialize. He then asked the group if anyone had any information or concerns to share before adjourning and Monica with the Sandhills Famers Market wanted to update the group on some of the market's changes. The market is open June – September, but only one Saturday a month (usually the first Saturday) from 9am – 1pm. They decided to scale back, to offer a better, quality market and asked everyone to please get the word out. With more participation, hopefully the market will again

have extended hours. They are also offering a new incentive program, Fresh Bucks. With every EBT purchase, the market will match dollar, for dollar and the customer can use that towards food in the market. Monica also mentioned the market was getting new signage and a few tweaks were being done to update the market sight. She then lastly informed everyone that special events were being planned as well; a cooking demo, kids activities, free Tai-Chi and a Dental Health/Hygiene Day for kids.

Paven thanked Monica for her updates and the meeting was adjourned at 1:40pm.

Next Meeting:

Please mark your calendars! Thursday, August 03, 2017, 12:30 pm; Courtyard by Marriott, Spring Lake.