



**Spring Lake United**

**June 01, 2017**

**Hampton Inn, Spring Lake**

- Spring Lake Tourism Brand owned by Fayetteville Area Convention and Visitors Bureau (FACVB).
  - Spring Lake DNA copyright FACVB.
  - Permission is needed to use any materials for individual promotion.

**Members Present:** Dee Johns; Robbie Larreau; Sam Jones; Pavan Patel; Kim Wilkes; Desiree Hoy; Vanessa Bell; Cynthia Little; Kirk DeViere; Suzanne Geiss; John Meroski; Stephanie Decatur; Jessica Bennett

**Members Absent:** Jennifer Craig; Curtis Worthy; Jane Connolly; Cathy Norham; Anja Palasky; Nicole Blunt; Collen Bowers; Dev Rajababoo; Chris Rey; Vivek Tandon; Ammie Jenkins; William Wellons; Paula Maczak; Kimberly Wiley; Monica Turner; Jennifer Combs; Tad Davis; Myron Jones

**Welcome:** Jessica took a moment to point out that everyone had a new copy of the Spring Lake Visitor Guide and that there were boxes available to take on the way out. Jessica stated that she or Angie would be in touch on the ordering process, which currently the shipment was in the CVB warehouse. Everyone seemed to be pleased with the final product. Jessica also thanked Pavan and Robbie for hosting the meeting and providing the drinks.

Pavan started the meeting at 12:55 and thanked everyone for attending. He mentioned that if anyone had any ideas on getting the community more involved, please let him know and would be more than happy to reach out to individuals.

**May Minutes:** There were no adjustments to the May meeting notes.

Pavan then let 219 Group start their update.

Suzanne passed out the update packets and briefly reviewed those updates. Kirk mentioned to the group that a 90 day snapshot is usually used in their reviews but since the meetings have been moved to

monthly, some of those updates may not have varied much. John did ask if they could provide a consolidated graph, including monthly and to-the-date data, so the group could have a clearer picture. Since Tad was not present, Sam combined the Town of Spring Lake update, with the Parks and Recreation update. Sam mentioned that the Spring Lake Police Department and the Special Olympics of NC had a successful Torch Run/Walk that morning. Other events happening throughout the month are; Spring Lake Night with the Swamp Dogs at JP Riddle Stadium on June 8<sup>th</sup>; Screen on the Green – featuring Moana, June 9<sup>th</sup> and different showings will continue throughout September; Summer Basketball camp June 26<sup>th</sup> – 30<sup>th</sup>; Spring Lake Police Department’s Helping Hands Car-Bike-Truck Show will take place on June 10th and proceeds are to benefit the Special Olympics of NC; All About Fitness hosting free fitness classes at the Spring Lake Recreation Center , every Monday, Wednesday, Friday, 6:45am – 8:00am and encouraged everyone to attend and spread the word. He also mentioned that money had been raised for the swimming lessons program but still needs sponsors. Lastly, Sam spoke about the planning phase for Heroes Homecoming V and that the Town of Spring Lake was hoping to host a yellow ribbon tribute dinner. He encouraged help from the committee to get more community involvement.

There was no Chamber update.

There was no Carvers Creek Update.

There was no Fort Bragg MWR update.

John gave the update on behalf of the CVB. He reviewed the status report; stated that we were paying per impressions now and would get those numbers for everyone. He mentioned that Trip Advisor was up and that testing for additional social media (SnapChat and Twitter) was being done. He thanked 219 Group for doing such a great job managing the contract. John also reminded everyone of the FACVB monthly Sales and Marketing meetings was a great way to gather information, and encouraged attendance. He also mentioned the thoughts of putting out a Survey Monkey for the group to consolidate thoughts and get feedback from those that cannot attend the meeting. Lastly John noted that he was excited with the result of the visitor guide and wanted the group to possibly consider a 1-page printed map of the area. Asked everyone to see if they feel it would be a need, especially with those at the front areas.

Before adjourning the meeting, Pavin wanted to share that properties should encourage their guests to leave online reviews. Spring Lake is doing really well with reviews (specifically Trip Advisor) but compared to Fayetteville, would like to see more. Kirk interjected that it’s all about the client cycle – how you can touch the client, as well as being aggressive.

Pavan again thanked everyone for coming and asked if anyone had any questions or anything to share with the group. With nothing noted, he adjourned the meeting at 1:45pm.

#### **Next Meeting:**

Please mark your calendars! Thursday, July 6, 2017, 12:30 pm; **location to be announced.**