



March 22, 2018
2nd Floor CVB Conference Room
Meeting Minutes

Members Present

Bureau: Jenny Bell, Jessica Bennett, Denise Comulada, Stephanie Decatur, Melody Foote, Myron Jones, David Nash

Members: Charles Sinclair, Deanna Morgan, Lily Schmidt, Beth Rivas, Ramona Moore, Giselle Fuentes, Carlette Benton, Myra Maggard, Pamela Ballance, Michelle Williams, Jose Morales

Summary

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

Speakers

David Nash, Research and Data Manager, Fayetteville Area Convention & Visitors Bureau
– David provided a Simpleview for our hotel partners to on how to use the Extranet. David went over the following action items:

- Login/Passwords
- Home Screen
- Profile Icon
- Member Benefits
- Collateral Icon
- Opportunities Icon
- How to Complete A Request For Proposal (RFP)

Score Card

Myron reviewed the Sales Department Score Card.
Jessica Bennett reviewed the Tourism Department Score Card.
Melody Foote reviewed the Communications Department Score Card.
Denise Comulada reviewed the Visitor Center Department Score Card.

Visitor Profile

David Nash reviewed the Visitor Profile.

Smith Travel Report

Jessica reviewed the Smith Travel Report.

Estimated Economic Impact (EEI) and Contracted Revenue

Myron and Jessica reviewed the EEI and Contracted Revenue for verbal and definite leads. It was noted that a column had been added to the report that would reflect the Headquarters Hotel chosen by each group.

Tourism Report and New Products

Jessica reviewed the Tourism Report and New Products in detail.

- National Tourism Week
 - I-95 North- Thursday May 10; 10am-2pm
 - I-95 South- Friday May 11; 10am-2pm
 - Sign-up Sheets on Table
- Specials:
 - Easter/Spring Break
 - Summer/July 4th
 - Can be added in extranet or info/pdf can be sent to David and he can post of website
- Cumberland County Maps are Free. Ask Betty/Denise how to get some for your property.
- Content Marketing with 219 Group

Communications Report

Melody reviewed the Communications Report.

Visitors Center Report

Denise reviewed the Visitors Center Report.

Group Information Sharing

Next Meeting – April 26, 2018, 2nd Floor CVB Conference Room

Meeting Adjourned