

VISIT ROWAN COUNTY

SALISBURY, NORTH CAROLINA

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ROWAN COUNTY TOURISM DEVELOPMENT AUTHORITY

204 E Innes Street, Ste. 120, Salisbury, NC 28144
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Name: Destination Marketing Committee

Date of Meeting: September 7, 2017

Committee Chair: To Be Appointed

Date of Next Meeting: November 2, 2017

Committee Members Attending: Darrell Blackwelder, Amie Baudoin, Kelly Alexander, Gretchen Witt, Michelle Patterson

Tourism Staff: James Meacham, Tara Furr, Lauren Litaker, Lesley Pullium

Not Attending: Vivian Hopkins, Krista Osterweil

Tara Furr called the meeting to order at 10:12 a.m. and welcomed everyone to the Destination Marketing Committee Meeting for September 2017.

Meeting Minutes:

After minutes were reviewed, Furr called for a motion to approve the minutes as presented:

Motion: Kelly Alexander made a motion to approve the minutes.
Second: Amie Baudoin
Motion: Approved

Tourism Restructure

James Meacham stated there are a few openings for new members to serve on the DMC committee and several names have been submitted for consideration. In addition, a new committee chair will be appointed.

Tourism Support Funds Requests

Tara Furr presented the tourism support funds requests from Dan Nicholas Park and Salisbury Blues & Jazz.

- 1) Dan Nicholas Park: The request presented is for lodging, at 7 rooms and 15 nights total for the Autumn Jubilee.

Motion: Gretchen Witt made a motion to approve the Dan Nicholas Park fund request.
Second: Kelly Alexander
Motion: Approved

- 2) Blues & Jazz: The request presented is for hospitality and hotel rooms for the annual Blues & Jazz festival. In the past, the request is typically for 15 to 20 nights and 10 rooms. The hospitality funds would total \$300, going toward refreshments for the bands.

Motion: Kelly Alexander made a motion to approve the Blues & Jazz fund request.
Second: Michelle Patterson
Motion: Approved

Destination Marketing Report

- 1) Packages:
 - a. Day out with Thomas package with the NC Transportation Museum: 2 tickets for every room night. To date there are 147 room nights booked.
 - b. Polar Express package with the NC Transportation Museum: To date there are 330 room nights and last year the ending total was 440. Kelly Alexander shared that both Day out with Thomas and Polar Express ticket sales are both ahead of last year.
 - c. Salisbury Sip is this weekend, which totaled 6 packages and 6 room nights.
 - d. In God's own Country with Piedmont Players on October 12th - 15th and October 18th - 21st. Piedmont Players has partnered with a German theater group to celebrate the 500th anniversary of the Reformation. Lodging for the cast will equal approximately 450 room nights. The package includes 2 tickets for every room night and for every 10 room nights, an additional \$100 gift card will be included.

- 2) Digital:

Lauren Litaker shared the new website will be launched next week. Litaker presented how the packages will be displayed within the site and entertained any questions or suggestions the committee might have. Also, partners can submit events in a new form on the website, which will be evaluated for approval based on certain criteria. Traffic continued to increase through August, especially with the current packages being offered. Litaker stated website traffic may dip once the

new site is launched, but will pick back up within a few months. Social media is becoming more popular as excitement rises around the upcoming holiday events.

3) **Group Sales:**

The Norfolk Historical Society has moved from group sales leads to future group business and the Southern Tandem Bike Rally is just around the corner. The American Cornish Jack Group will be here in November, utilizing both trolleys during the visit. In addition, In God's Own Country will bring in visitors from Germany before and during the production, generating many room nights. In October, the Alpha Kappa Alpha group will be here for a conference.

4) **Historic Trolley:**

The fall months are proving to be just as busy as the summer months for trolley business. Year-to-date, ridership is at 5,760, with revenue just shy of \$17,000, and room nights totaling 151. Saturday tours have been selling out and additional tours were added to accommodate extra visitors.

Downtown Salisbury Incorporated

James Meacham stated Downtown Salisbury Incorporated is being restructured with a new director starting in October. Parks & Rec. will oversee local activities, including Friday Night Out, concerts, Summer Sip, holiday events, etc. Marketing for these events will also be provided by Parks & Rec. During the restructure, it was decided additional funds will be given to the TDA, equaling \$35,000 spread out quarterly. These funds will be used to develop a regional based marketing program to enhance general awareness and brand recognition for downtown Salisbury.

Adjourn

With no additional business, the meeting was adjourned at 10:45 a.m.

Respectfully submitted by: Tara Furr, RCCVB