

SALISBURY
ROWAN COUNTY
Authentic North Carolina

SALISBURY-ROWAN COUNTY CONVENTION & VISITORS BUREAU
204 E Innes Street, Ste. 120, Salisbury, NC 28144
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Name: Destination Marketing Committee

Date of Meeting: October 6, 2016

Committee Chair: Thad Howell

Date of Next Meeting: November 3, 2016

Committee Members Attending: Amy Baudoin, Thad Howell, Gretchen Witt, Suzanne Jones, Krista Osterweil, Kelly Alexander, Vivian Hopkins

Tourism Staff: James Meacham, Tara Ludwig, Lauren Litaker, Lesley Pullium, Natasha Simmons

Not Attending: Michelle Patterson, Darrell Blackwelder

Guest: None

Thad Howell called the meeting to order at 10:03 AM and welcomed everyone to the Destination Marketing Committee Meeting for October 2016

Meeting Minutes:

Thad Howell asked if everyone had an opportunity to review the minutes. After minutes were reviewed Howell called for a motion to approve the minutes as presented:

Motion: Kelly Alexander made a motion to approve the minutes with one correction, Tara's name was listed twice in staff attending.
Second: Gretchen Witt
Motion: Approved

Introduction of New CVB Team Member

Lauren Litaker welcomed and introduced the newest member of the CVB team, Natasha Simmons, Visitor Services Coordinator, to the Committee.

Marketing Report for September 2016:

Lauren Litaker and the CVB staff reviewed with the committee the full September 2016 Destination Marketing Report and discussed in depth the following areas:

1. Digital Marketing Platforms
 - a. Website
 - b. Newsletters and Email Programs
 - c. Social Media Performance and Promotions
2. Public Relations and Communications
3. Destination Packages
4. Marketing Support & Group Sales
5. Trolley Program
6. Visitor Services
7. Visitor Center & Gateway Building

Marketing Funds Requests

CVB staff presented one funding requests to the committee for consideration.

The request was from the Spencer Doll and Toy Museum on behalf of the Schoenhut Collectors Club Convention. The group will visit Rowan County from October 20-22 and will utilize close to 150 room nights over 3 days at the Comfort Suites.

The funding request for the convention is for \$2,000, but all in food and beverage support. The economic impact and size of the group meets all the criteria for funding support, however the funding protocols set for support funds caps food and beverage at \$1,000. CVB staff recommended to the committee up to \$1,000 for food and beverage and up to \$1,000 for lodging support

After discussion Chairman Thad Howell called for a motion:

- Motion: Krista Osterweil-approve funding of up to \$1,000 for food and beverage and up to \$1,000 for lodging support.
- Second: Gretchen Witt
- Motion; unanimously approved

Additional Business

CVB staff provided an update on the Rowan County Brand Story and Digital Infrastructure updgardes. Meacham reported that the Brand Story will be released on 11-17-16 at the Chamber of Commerce Power in Partnership Breakfast.

The CVB staff and committee also discussed developing specific guidelines for recognition and promotion of packages and programs that the CVB provides partners with funding. Specifically requirements that if the CVB is funding a package for an event that all event marketing by the partner receiving funding should promote the package. By consensus the committee agreed.

There being no additional business for the committee, Chairman Howell adjourned the meeting at 10:40am.

Respectfully submitted by: James Meacham, SRCCVB