



**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:** March 3, 2016

**Committee Chair:** Krista Osterweil

**Date of Next Meeting:** April 7, 2016

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**Committee Members Attending:** Justin Dionne, Gretchen Witt, Suzanne Jones, Thad Howell

**Attending Guests, Liaisons, and Officials:** Paula Bohland (Downtown Salisbury, Inc.)

**Tourism Staff:** James Meacham, Tara Ludwig, Melissa Murguz, Lauren Litaker, Allyson Teague

**Not Attending:** Kelly Alexander, Krista Osterweil, Michelle Patterson, Vivian Hopkins

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James Meacham called the meeting to order at 10:00 AM and welcomed Lauren Litaker, the new Director of Digital Marketing and Content for the SRCCVB.

**Approval of the Minutes:**

Motion: Justin Dionne made the motion for the approval of the meeting minutes.

Second: Thad Howell

Motion: Approved

**Branding and Digital Infrastructure Update**

Meacham stated on March 24th at 7:30 AM the SRCCVB will be holding the biggest branding event that will take place. Around 250 to 300 people are expected to attend. Steve Chandler with Chandlerthinks will be presenting a data reveal and the story behind the branding research so far. In addition, a Branding Task Force meeting will be held on March 23<sup>rd</sup> from 1:00 – 3:00 PM with Steve Chandler. The branding event on the 24<sup>th</sup> will be held at the NC Transportation Museum in the Roundhouse with breakfast provided by Morgan Ridge Vineyards.

Meacham shared that Lauren Litaker has a lot of background with social media and marketing and will be leading the effort with the CRM, CMS and website projects. The launch for these new systems is anticipated for the summer and fall months. Also, there have been several digital upgrades within the building, including new telecommunication options.

### **Marketing Requests**

Tara Ludwig shared one marketing request with the committee. The Salisbury Public Art Committee has requested 12 overnight stays for the artists who will be installing sculptures in preparation for the 2016 Sculpture Show, beginning April 1<sup>st</sup>.

Motion: Suzanne Jones made the motion for the approval of the Public Art Committee request.

Second: Justin Dionne

Motion: Approved

### **Marketing Report**

Ludwig shared the current marketing report for the month.

The trolley program has gotten off to a solid start for 2016. Room nights associated with the trolley total 96 and there have been 5 advanced bookings. There are several potential new tours in the works that will be announced in the near future. The Bloom and Barrels tour will take place on June 11<sup>th</sup> this year. In the fall the winery tour will become a weekend event with the recent opening of a 4<sup>th</sup> winery in Rowan County. The CVB hopes to announce the new trolley schedule at the opening of the New Sarum Brewery opening.

The CVB is continuing to work with the NC Transportation Museum on overnight packages, including the Easter Bunny Express and the N&W Class J #611 Excursions. New Sarum Brewery's grand opening is on April 16<sup>th</sup> and an overnight package has been created to accompany the opening. For each overnight stay, the visitor will receive 2 behind the scenes tickets, a fillable growler, and downtown dollars.

The digital reach has increased as the spring months arrive. The approximate total reach for digital marketing is 122, 358. The numbers are approximately the same as last year at this time. Thus far, for 2016, the projected room nights are at 981 with an estimated impact of \$220, 184.

The AACA event will take place on June 13<sup>th</sup> to June 17<sup>th</sup>. On Wednesday the AACA will be having a car show at the NC Transportation Museum and will move downtown into the evening. The public is invited to this event.

The RCCC Fine Arts Conference, which took place this past weekend, exceeded the projected number of room nights of approximately 70 and ended up with around 106. It was a very successful event.

The CVB is continuing to work with Scenic America/ North Carolina for their fall conference in October. The plan is to work in partnership with the October Tour.

The Little League Southeaster Regional Softball Tournament will take place in Rowan County from July 21<sup>st</sup> to July 24<sup>th</sup>. The cost of the tournament is \$65,000. There will be 26 games in 3 days. The three divisions involved include junior, senior and big leagues. There are 12-16 players and 2-3 coaches per team. In addition, 26 umpires are participating and 3 regional supervisors will be involved. Direct room nights for team members and umpires is estimated at 335 to 350. Another 350 to 400 room nights is estimated for family, friends and fans.

Meacham shared that the Little League tournament involves 3 age groups and there will be double elimination. Since it is a 9 state region people more people will be traveling from outside locations. Usually for other large events the CVB will provide about 50 % of approximately \$100 per room night. Meacham asked the committee if the CVB can sponsor essentially half the hotel room nights needed for the Little League tournament, which would total around \$3,300 - \$3,500.

Motion: Thad Howell made the motion for the approval of the CVB sponsoring direct room nights for team members and umpires of the Little League Tournament.

Second: Gretchen Witt

Motion: Approved

There were no questions. The meeting was adjourned at 10:30 AM.

Respectfully submitted by:  
Allyson Teague, SRCCVB Office Assistant