

SALISBURY



ROWAN COUNTY

Authentic North Carolina

SALISBURY-ROWAN COUNTY CONVENTION & VISITORS BUREAU
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Name: Destination Marketing Committee

Date of Meeting: April 7, 2016

Committee Chair: Krista Osterweil

Date of Next Meeting: May 5, 2016

Committee Members Attending: Kelly Alexander, Amy Baudoin, Suzanne Jones, Krista Osterweil, Vivian Hopkins

Attending Guests, Liaisons, and Officials: Karen Windate (Turn of the Century Bed & Breakfast)

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

Not Attending: Gretchen Witt, Justin Dionne, Michelle Patterson, Thad Howell

Krista Osterweil called the meeting to order at 10:05 AM.

Approval of the Minutes:

Motion: Suzanne Jones made the motion for the approval of the meeting minutes.

Second: Kelly Alexander

Motion: Approved

Branding and Digital Infrastructure Update

Tara Ludwig stated the Branding Task Force met on March 23rd and received a detailed report from Steve Chandler with Chandlerthinks about the research of the branding project so far. There were many high points, as well as areas of concern that need to be addressed. In addition, on March 24th, the NC Transportation Museum hosted a branding breakfast to reveal the updated research to the community. Morgan Ridge Vineyards provided the food and around 200 guests attended the event. The CVB presented a video that included footage from the recent shoots. The

Chandler thinks design team will be visiting next Monday and Tuesday to get a feel for the design aspect of the project.

Lauren Litaker updated the committee on the current status of digital infrastructure. The CVB is working hard on implementing the new CRM, CMS, and website design. The internal part of the CRM will be launched at the end of the month with Simpleview. The partner extranet will hopefully be launched sometime in May. Once the branding project is complete the website design can be updated, with a launch date of late summer into early fall.

Marketing Requests

Tara Ludwig shared four marketing requests with the committee.

- Downtown Salisbury, Inc. is requesting assistance with the Summer Sip event in August. The request includes food and beverage, lodging, and entertainment at a total of \$8,460. The event will take place on a Friday and Saturday. The CVB staff suggestion for this request is to decline the tents, setup, tables, chairs and delivery since it hasn't been done in the past for anyone else. In addition, CVB staff suggests the committee approve of the three hospitality request for Saturday, but not for Friday. The total would be \$750 for hospitality.

Motion: Suzanne Jones made the motion for the approval of the CVB staff suggestion for the Downtown Salisbury, Inc. request.

Second: Vivian Hopkins

Motion: Approved

- Tilley Harley Davidson is requesting assistance with the Bikers, Blues & BBQ Rally in September. The request is for \$3,800 for food, beverages and entertainment. Ludwig inquired with Tilley Harley Davidson to find out why the request changed from lodging assistance, last year, to food, beverages and entertainment. Tilley stated there would be 58 judges coming to Salisbury from out of state, which is why the request has been changed. Since Tilley feels the judges will end up staying anyway, so the request is for support in other areas of the event. The CVB staff suggestion is to approve up to \$3,800 for the team breakfast, reception dinner and eight to ten direct room nights.

Motion: Kelly Alexander made the motion for the approval of the CVB staff suggestion for the Tilley Harley Davidson request.

Second: Suzanne Jones

Motion: Approved

- Salisbury Pride is requesting assistance for the event on June 25th. The request is for fifteen hotel rooms for the entertainers.

Motion: Kelly Alexander made the motion for the approval of the Salisbury Pride request.

Second: Suzanne Jones

Motion: Approved

- The Rowan Blues & Jazz Society is requesting assistance for the 17th annual festival in May. The request is for ten hotel rooms for performers visiting from out of town and hospitality up to \$300.

Motion: Suzanne Jones made the motion for the approval of the Rowan Blues & Jazz Society request.

Second: Vivian Hopkins

Motion: Approved

Marketing Report

Ludwig presented the current marketing report to the committee.

Melissa Murguz continues to do a great job with the trolley program. New tours are in the works. The Saturday tours will be called the “Rock, Paper, Scissors” tour and will incorporate both history and art. The Bloom and Barrels tour will begin June 11th and the Harvest tour will take place in the fall. The CVB hopes to make the Harvest tour a weekend event. The new digital infrastructure, including an updated website, will help to promote the new trolley tours being offered.

With regard to partnership marketing, the CVB has been working closely with the NC Transportation Museum to create various packages for events. The Easter Bunny Express generated ten packages and ten room nights. In addition, the N&W Class J #611 Excursions with the NCTM have generated 174 packages with over 375 room nights. The New Sarum Brewing grand opening is being very well received and has currently generated four room nights through the offered packages.

Lauren Litaker shared that the total digital reach has grown 40%, with website traffic growing 31%. These numbers are anticipated to increase much higher each month as the summer season approaches.

With regard to group business and marketing support, the CVB has total expenses of \$33,222. Projected room nights are at 997 with a total economic impact of \$223,249. The AACA event will take place June 13th – June 17th and the Little League Tournament will take place July 21st – July 24th. Meetings this past week confirmed that the CVB will be sponsoring lodging and accommodations directly associated with the teams and umpires at a total of \$35,000. Furthermore, Scenic America/North Carolina will be happening in conjunction with October Tour this year.

There were no questions. The meeting was adjourned at 10:45 AM.

Respectfully submitted by:
Allyson Teague, SRCCVB Office Assistant