

SALISBURY



ROWAN COUNTY

Authentic North Carolina

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

Date of Meeting: September 1, 2016

Committee Chair: Thad Howell

Date of Next Meeting: October 4, 2016

Committee Members Attending: Amy Baudoin, Thad Howell, Gretchen Witt, Suzanne Jones, Krista Osterweil

Tourism Staff: James Meacham, Tara Ludwig, Lauren Litaker

Not Attending: Michelle Patterson, Kelly Alexander, Darrell Blackwelder

Guest: Karen Windate

Thad Howell called the meeting to order at 10:00 AM and welcomed everyone to the Destination Marketing Committee Meeting for September 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: Amie Baudoin
Second: Suzanne Jones
Motion: Approved

Marketing Report for August 2016:

Lauren Litaker and the CVB staff reviewed with the committee the full August 2016 Destination Marketing Report and discuss 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

James Meacham presented two funding requests to the committee for consideration.

The first request was Rowan Cabarrus Community College for support for the 2017 NC Fine Arts Conference. The request is for \$2,600 worth of support for lodging and hospitality. In a manner consistent with the committee's funding support policies the committee considered approving the request of \$2,600 for the 2017 Fine Arts Conference.

Thad Howell called for a motion:

Motion: Krista Osterweil-approve funding of \$2,600 for the 2017 Fine Arts Conference
Second: Gretchen Witt
Motion; unanimously approved

Meacham presented a second funding request for lodging & hospitality support and package support from Lee Street Theatre for John Oates Live during OctoberTour. The request is for 3 hotel rooms, up to \$200 for hospitality costs and 2 tickets for everyone room night purchased up to \$1,000 in combination with OctoberTour.

Thad Howell called for a motion:

Motion: Suzanne Jones-approve funding requests as presented for Lee Street Theatre
Second: Amie Baudoin
Motion; unanimously approved

There being no additional business for the committee, Chairman Howell adjourned the meeting at 10:50am. Respectfully submitted by: James Meacham, SRCCVB