



**Salisbury-Rowan County Convention and Visitors Bureau Board of Directors Meeting  
Wednesday, June 8, 2016, Noon, Gateway Building**

**MEETING MINUTES**

**Board Members Attending:** Dan Peters, Mark Lewis, Craig Pierce, Suzanne Jones, Barbara Perry, Vivian Hopkins, Bill Burgin, Krista Osterweil, Steve Hall, Justin Dionne, Thad Howell, Michelle Patterson Tony Shaw and Brian Miller

**Tourism Staff:** James Meacham, Lesley Pullium, Tara Ludwig, Melissa Murguz, Lauren Litaker

**Attending Guests, Liaisons, and Officials:** Kenny Hardin, Salisbury City Council, Teresa Harris, City of Salisbury

**Not Attending:** Kelly Alexander and Darryl Blackwelder

**I. SRCVB Call to Order**

Bill Burgin welcomed everyone and called the meeting of the Salisbury-Rowan County CVB to order at 12:15pm.

**II. Salisbury Tourism Development Authority Call to Order**

Bill Burgin as Chairman of the Salisbury TDA called the meeting to order

**III. Rowan County Tourism Development Authority Call to Order**

Krista Osterweil, RCTDA Chair, called the meeting to order.

**IV. Salisbury TDA FY16-17 Budget**

A. Bill Burgin opened a public hearing for the Salisbury TDA FY16-17 Budget. No public elected to speak on the proposed budget. Bill Burgin closed the hearing.

B. Bill Burgin called for a motion to approve the Salisbury TDA FY16-17 Budget as presented

Motion: Mark Lewis

Second: Suzanne Jones

Discussion: None

Motion: Approved

Bill Burgin adjourned the Salisbury TDA Board meeting.

## **V. Rowan County TDA FY16-17 Budget**

- A. Chair, Krista Osterweil opened a public hearing for the Rowan County TDA FY16-17 Budget. No public elected to speak on the proposed budget. Krista Osterweil closed the hearing.
- B. Krista Osterweil called for a motion to approve the Rowan County TDA FY16-17 Budget as presented
- Motion: Justin Dionne  
Second: Tony Shaw  
Discussion: None  
Motion: Approved

Krista Osterweil adjourned the Salisbury TDA Board meeting.

## **VI. SRCVB May Meeting Minutes**

Bill Burgin noted that the meeting minutes from May were emailed to the Board of Directors and he asked everyone to take a few moments to review the minutes. After the minutes were reviewed Mr. Burgin asked for a motion to approve the minutes as presented:

Motion: Craig Pierce  
Second: Brian Miller  
Discussion: None  
Motion: Approved

## **VII. SRCVB FY 2016-17 Budget**

Treasurer Mark Lewis and CVB Director James Meacham reviewed the budget and commented that no changes were made since the budget was presented to the CVB Board in May 2016.

- A. Bill Burgin opened a public hearing for the SRCVB FY16-17 Budget. No public elected to speak on the proposed budget. Bill Burgin closed the hearing.
- B. Bill Burgin called for a motion to approve the SRCVB FY16-17 Budget as presented
- Motion: Craig Pierce  
Second: Mark Lewis  
Discussion: None  
Motion: Approved

## **VIII. Master Plan Committee**

Committee Chair, Barbara Perry reported that the Master Plan committee did not meet in June, but Perry updated the Board on the progress of the Rowan County Arts and Culture Fund and the launch of the 2016 Sculpture Show. Barbara Perry noted that the new sculpture of George Washington at the Rowan Museum would be dedicated later this summer, probably in early August.

## **IX. Tourism Capital Committee**

Committee Chairman, Mark Lewis reported that the Capital Committee just finished their June meeting and provided the Board full updates on the following tourism capital projects supported by the CVB.

1. The CVB staff and City staff will meet with NCDOT later this summer to work on finalizing phase 2 of the Wayfinding system for approval.
2. Morgan Ridge Brewhouse is under construction, this was a project the CVB has funded and the CVB has been very involved in supporting this project
3. The Railwalk development plan is underway and the committee continues to work towards expanded development in the area.
4. Hogan's Alley on Main Street next to Sweet Meadow and a new public art sculpture at the Rowan Museum are set for completion later this month, both of these were made possible by the CVB's capital program.

## **X. Destination Marketing Committee**

Committee Chair Krista Osterweil called on Tara Ludwig, CVB Director of Marketing and Communications and Lauren Litaker, CVB Director of Digital Marketing and Content to provide a program of work report to the CVB Board. A copy of the full report (Appendix E) is included in the meeting minutes. Some key highlights presented to the Board were:

### **Trolley Program:**

- Supporting 419 room nights year to date
- Calendar year to date ridership of over 2,731
- 43 groups/rentals booked calendar year to date
- Blooms and Barrels set to launch a tour and tasting at 4 wineries later in June

### **Partnership Marketing**

- Day Out with Thomas Packages are already for sale with projected room nights of 200

### **Digital Marketing**

- Lauren Litaker reported that May 2016 witnessed:
  - Social Media engagement of 116,804
  - Email newsletter distribution of 18,851
  - Website unique visitors of 25,310

- Total Digital engagement/reach of 160,965
- Litaker provided the CVB Board an update on the launch of the CVB's new CRM (Customer Relationship Management) system and especially focused on the new opportunities for community partners to enhance and engage their digital presence throughout the market and in partnership with the CVB. The Board was very encouraged with the progress and the future opportunities available to partners
- The expanded marketing from the larger branding program and the new hardware and software improvements at the CVB have played a large role in the improved marketing and results.
- Many of the new digital assets (photos and videos) obtained during the branding process are helping to drive the new marketing and creative.
- Litaker also highlighted recent social media marketing strategies that have proven successful for Rowan County and highlighted how partners can engage directly with the CVB and capitalize on the CVB's reach.

**Group Business and Marketing Support**

- Tara Ludwig reminded the Board that the CVB has two large group business accounts coming up with the AACA in June and the Little League World Series in July, combined should bring in over 1,200 room nights.

**XI. Rowan County Branding Initiative**

Michelle Patterson reported that the Taskforce appointed a creative committee who met with Chandlerthinks and reviewed and gave feedback on 3 directions that were all reflective of Rowan County's Brand. Chandlerthinks is taking the feedback and making adjustments to narrow it 1 direction and present back to the creative committee in August.

**XII. Executive and Policy Committee**

Committee Chair Dan Peters presented a proposed slate of CVB officers for Fiscal year 2016-2017:

Krista Osterweil	CVB Board Chair
Kelly Alexander	CVB Vice-Chair
Mark Lewis	CVB Treasurer
Whitney Wallace	CVB Secretary

Bill Burgin called for a motion to close nomination for officers:

Motion:	Mark Lewis
Second:	Craig Pierce
Discussion:	None
Motion:	Approved

Bill Burgin called for a motion to approve the slate of officers as nominated:

Motion: Suzanne Jones

Second: Vivian Hopkins

Discussion: None

Motion: Approved

James Meacham and the CVB Board thanked Bill Burgin for his years of service and dedication as Chair.

Without any additional business the meeting was adjourned.

Respectfully Submitted: CVB Staff