



Convention & Visitors Bureau
Rowan County, NC

Be an original.

ROWAN COUNTY CVB BOARD OF DIRECTORS MEETING

Wednesday, December 14, 2016, Noon, Gateway Building

MEETING MINUTES

Board Members Attending: Krista Osterweil, Steve Hall, Amie Baudoin, Mark Lewis, Suzanne Jones, Barbara Perry, Vivian Hopkins, Tony Shaw, Shannon Stewart-Hill, Craig Pierce, Edward Norvell, Thad Howell, Whitney Wallace, Kelly Alexander

CVB Staff: James Meacham, Lesley Pullium, Natasha Simmons, Lauren Litaker, Tara Furr

Attending Guests: Wade Fuches, City of Salisbury

Not Attending: Karen Alexander, Darrell Blackwelder, Brian Miller

I. SRCVB Call to Order

CVB Chair, Krista Osterweil called the meeting to order at 12:05 and thanked everyone for their attendance.

II. Approval of SRCVB Board Meeting Minutes

Osterweil called for a motion to consider approval of the November 2016 CVB Board meeting minutes.

Motion:	Craig Pierce, motion to approve.
Second:	Steve Hall
Motion:	Approved

III. Occupancy Report and Financials

Mark Lewis reported on the hotel occupancy tax collections through October 2016. October 2016 was up 2.8% from 2015 and set another all-time for monthly market revenue. Lewis went over in detail the financial summary that was provided to the CVB Board of Directors and reviewed the Financials as of 11-30-2016.

IV. Tourism Capital Committee

Committee Chair Mark Lewis called on James Meacham to provide the CVB Board an update on the Capital Committee's program of work.

Meacham reported that as authorized by the CVB Board of Directors, the CVB closed on the Rouzer property at the agreed upon terms approved by the Board. Meacham also reported that Ramsay, Burgin, Smith has started its work on the Railwalk design and will host a planning session in late January/early February 2017.

Final inventory for phase 2 of the Wayfinding program is scheduled to take place in early 2017. This is the last step involved. It requires an inventory of all the existing signs that will be removed and replaced with new Wayfinding signs.

V. Tourism Master Plan Committee

Committee Chair Barbara Perry, reported that the Public Art Committee is preparing for the upcoming 2017 sculpture show and currently working on the sale of additional sculptures, which in turn supports the Sculpture Show through commissions from the sale of art. Perry also reported that the committee has identified prospects to work with for arts and cultural grant writing services and looks to host formal interviews in February 2017. The committee will hold its first meeting for 2017 at the end of January and it will serve as a planning session for the 2018 Celebration of Arts and Agriculture.

VI. Rowan County Branding Initiative

The Board received an update and a recap of the Rowan County Brand Story, Be an original and its presentation to the community on 11-17-16. The presentation focused on the Story as presented to the community and examples of the creative were presented to the Board. Additionally, staff discussed upcoming presentations for the community, roll out schedule, integration and conversion schedules for the new brand. By late February a full Brand release schedule and time line will be developed after community partners have an opportunity to meet and discuss how to integrate the brand story.

It was also reported that the digital infrastructure upgrades with the CVB for hardware, software, technology, website, CRM, digital and social have gone very well so far. The only remaining component is the website and social media revamps. The County and the CVB are on a dual track for the redevelopment of both websites as new platforms to tell the brand story and to service visitors, citizens and businesses. Some initial changeover was presented to the Board.

VII. Destination Marketing Committee

Committee Chair Thad Howell, reported to the Board that the Destination Marketing Committee (DMC) did not meet in December.

CVB Director of Marketing Lauren Litaker went over the CVB's Destination Marketing Report for the month of November 2016 and Tara Furr presented Public relations and additional Brand information. The full report is found in the meeting minutes.

Meacham and the Board specifically thanked Kelly Alexander and her team at the NC Transportation Museum for a fantastic Polar Express which generated 440 room nights for the community and welcomed over 30,000 visitors to Rowan County.

VIII. Additional Business

Meacham reported to the Board that Commissioner Pierce was reappointed to the CVB Board for another two year term and Meacham also thanked him for his continued service. Meacham also reported that he had an opportunity to present to City Council on the role and impact of the CVB and on the new Rowan County Brand Story. Lastly, it was reported that Scrooge Trolley Tour was a success again this year and was transitioned from the CVB to Lee Street theatre smoothly causing no disruptions in the event.

IX. Adjourn

Krista Osterweil adjourned the meeting at 12:58pm.