

# SALISBURY ROWAN COUNTY

Convention & Visitors Bureau  
North Carolina

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## ROWAN COUNTY CVB BOARD OF DIRECTORS MEETING

Wednesday, June 14, 2017 12 Noon, Gateway Building

### CALLED MEETING MINUTES

**Board Members Attending:** Krista Osterweil, Amie Baudoin, Mark Lewis, Shannon Stewart-Hill, Craig Pierce, Karen Alexander, Darrell Blackwelder, Edward Norvell, Tony Shaw, Brian Miller, Whitney Wallace, Teresa Harris

**Not Attending:** Steve Hall, Barbara Perry, Vivian Hopkins, Kelly Alexander

**Guests:** Jessica Coates, Salisbury Post

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

#### I. SRCVB Call to Order

CVB Chair, Krista Osterweil called the SRCCVB and the RCTDA to order at 12:06.

Mark Lewis called the STCDC to order at 12:07.

Meacham presented the proposed 2017-18 that was submitted for review at the May 2017 meeting. Meacham reported that there were no inquiries from the public over the last thirty days. There are no recommended changes from staff.

Meacham gave an update on the occupancy legislation, stating that the House Finance Subcommittee voted favorably for the bill and the full House Subcommittee voted on the bill today. The bill will be filled on the House Floor following the requests the SRCVB Board put in, 6% countywide tax, one TDA, one-half the board appointed by the County, one-half by the City. The budgets put in place today will be placeholders until the transitional period. Pending the transitional period, the board will proceed with officially appointing the board of the new TDA. There are some procedural things that have to occur relating to the STCDC and SRCVB with transfer of assets. Hopefully, this will be on the Commissioners agenda in August with everything becoming effective September or October 1.

Osterweil opened the Public Hearing for the SRCCVB. No public elected to speak on the proposed budget.

Motion: Mark Lewis made the motion to close the Public Hearing for the SRCVB.

Second: Brian Miller seconded.

Motion: Approved

Osterweil called for a motion to adopt the 2017-18 SRCVB Budget as presented.

Motion: Craig Pierce

Second: Brian Miller

Motion: Approved

Osterweil opened the Public Hearing for the RCTDA. No public elected to speak on the proposed budget.

Motion: Craig Pierce made the motion to close the Public Hearing for the RCTDA.  
 Second: Tony Shaw seconded.  
 Motion: Approved

Osterweil called for a motion to adopt the 2017-18 RCTDA Budget as presented.  
 Motion: Brian Miller  
 Second: Shannon Stewart-Hill  
 Motion: Approved

Lewis opened the Public Hearing for the STCDC. No public elected to speak on the proposed budget.  
 Motion: Karen Alexander made the motion to close the Public Hearing for the STCDC.  
 Second: Krista Osterweil seconded.  
 Motion: Approved

Motion: Lewis made the motion for adoption the 2017-18 STCDC Budget as presented.  
 Motion: Motion was approved by consensus

### **Approval of the Minutes**

**Motion:** Craig Pierce made the motion for approval of the SRCVB May 2017 minutes.  
**Second:** Mark Lewis  
**Motion:** Approved

Osterweil adjourned the RCTDA at 12:11. Lewis adjourned the STCDC at 12:12.

### **Financial Report**

Mark Lewis reported on the CVB's cash position, current assets, account receivables and reviewed the CVB's statement of activities year to date as May 31, 2017. Lewis reported the April Occupancy collections were an all-time high of \$83,000 and up 14% from the previous year.

### **Tourism Capital Committee Report**

The Tourism Capital Committee did not meet in May. Lewis reported that HPC will consider the demolition request for the Kerr Street property (Rouzer Building) in August.

### **Tourism Master Plan Committee Report**

Tara Furr gave an update on the Arts & Ag concept for 2018. Meacham reported that Novant has become a Trolley system sponsor. Meacham recognized out-going board and committee members including Mark Lewis, Barbara Perry and Krista Osterweil.

### **Destination Marketing Committee Report**

Tara Furr and Lauren Litaker provided a full marketing report to the CVB Board. A copy of the report is included in the meeting minutes.

**Branding Report**

Furr gave a quick update on the brand, noting the launch of the new Rowan County website and the new logo development for Rowan Wild.

**II. Adjourn**

Krista Osterweil thanked the members for attending today and adjourned the SRCVB meeting at 12:48 pm.