

SALISBURY ROWAN COUNTY

Convention & Visitors Bureau
North Carolina

Be an original.

ROWAN COUNTY CVB BOARD OF DIRECTORS MEETING

Wednesday, March 8, 2017, Noon, Holiday Inn Express

MEETING MINUTES

Board Members Attending: Krista Osterweil, Steve Hall, Amie Baudoin, Mark Lewis, Barbara Perry, Vivian Hopkins, Shannon Stewart-Hill, Craig Pierce, Karen Alexander, Darrell Blackwelder, Edward Norvell, Thad Howell, Kelly Alexander

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

Not Attending: Suzanne Jones, Tony Shaw, Brian Miller, Whitney Wallace

I. SRCVB Call to Order

CVB Chair, Krista Osterweil called the meeting to order at 12:08, thanked everyone for their attendance. Meacham thanked everyone for attending the planning session and for their condolences and patience during the last couple of months with CVB family losses.

II. Destination Marketing & Brand Reports

CVB Director of Marketing Lauren Litaker went over the CVB's Destination Marketing Report for the month of February 2017 and gave a year end recap of 2016. Tara Furr presented Public relations, group sales, Trolley's, Visitor Services. The full report is found in the meeting minutes.

The Board received an update and a recap of the Rowan County Brand Story, Be an original and Tara Furr briefly reviewed the new additions to the Brand Report. The full Brand Report can be found in the meeting minutes.

A question was brought to the Board regarding the addition of Salisbury to the CVB's logo variations given the dual nature of the CVB's structure and the marketing and identification importance of including Salisbury.

Meacham replied that the CVB had started utilizing Rowan from a marketing perspective. Mayor Alexander noted that she thought that Salisbury should be added back into the logo due to the city's structured funding to the CVB and the role Salisbury plays in the local tourism economy.

Mark Lewis gave a brief background of the history of the (501 C 6) integration for the benefit of the board members who were not serving at the time of the integration. Lewis also discussed the funding model for the CVB and how the original intent was to have a singular 6% county wide tax rate. He also noted that the Board and the CVB developed an effective model given the two tax structure.

Meacham said that the change was based on marketing considerations and the feedback from the brand. Lewis then noted that the Branding Taskforce worked with ChandlerThinks to develop all of the logos.

The members proceeded to discuss the funding structure of the CVB in regards to a 3% County tax and 3% City tax. Discussion focused on changes coming to Rowan County with I85, the growth in Airbnb properties in the County and how a singular tax structure would capture all the revenues and provide the most capacity for marketing and tourism capital projects.

The board agreed by consensus that staff will go back and work on structural consideration of how to bring back “Salisbury” into the CVB logo. Visuals will be presented at the next CVB Board meeting.

III. Planning Session Presentation

Meacham thanked everyone again for attending and assigned members to groups for the planning session exercises. Meacham presented three primary questions for each group to consider and discuss.

1. What do you see the role of the CVB in the future as?
2. Once we have a role in place, how are we going to allocate our time and resources?
3. What are future development pieces that we should invest in?

| What Should Our Role Be? | What Should Our Role Not Be? |
|---|--|
| A better communicator to all of our partners | Assess where we are and not take on too much |
| More encompassing of general marketing | Focus on who we are (CVB) and not take on too much |
| Better assist smaller organizations under our umbrella (in reference to marketing grant allocation) | |
| Offer packages that better connect partners within the community (create a full weekend experience to incentivize overnight visitation) / 365 days of the year experience | |
| Focus on business travel | |
| More background information on our targeted advertising | |

Telling Our Story

| Who | How |
|---|---|
| Overnight visitors and business traveler | Expand existing package infrastructure to extend stay (shoulder events) |
| Overnight visitors and regional/day trippers | Balance |
| Overnight/business travelers (80%) and regional (20%) | Front line staff at community partners are educated about tourism offerings / referral business / visitor services training |
| | Sales recruitment for business and leisure travel |
| | Digital visitor touchpoints at key community partner sites (digital kiosk program) |
| | In-market promotions |
| | |

What should we invest in?

| Invest | Not Invest |
|---|--|
| Business development, entertainment, Downtown Salisbury, outdoor recreation | Convention Centers and sports complexes (x3) |
| Complete signage, Rouser building, Farmers Market | |
| Downtown Salisbury parking | |
| | |

IV. Adjourn

Krista Osterweil adjourned the meeting at 1:50 pm.