

SALISBURY ROWAN COUNTY

Convention & Visitors Bureau
North Carolina

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ROWAN COUNTY CVB BOARD OF DIRECTORS MEETING

Monday, May 10, 2017, 12 Noon, Gateway Building

CALLED MEETING MINUTES

Board Members Attending: Krista Osterweil, Steve Hall, Amie Baudoin, Mark Lewis, Barbara Perry, Vivian Hopkins, Shannon Stewart-Hill, Craig Pierce, Karen Alexander, Thad Howell, Kelly Alexander, Tony Shaw, Brian Miller, Whitney Wallace, Teresa Harris

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

Not Attending: Darrell Blackwelder

I. SRCVB Call to Order

CVB Chair, Krista Osterweil called the SRCCVB and RCTDA Boards to order at 12:03. Mark Lewis called the STCDC Board to order at 12:04.

Meacham presented the proposed CVB and RCTDA 2017-18 budgets. Meacham went through each line item of the proposed budgets for FY 2017-2018. Additionally the current CVB organizational structure was discussed and how it would change back to the TDA if the new occupancy tax legislation is passed by the NC General Assembly.

Key highlights of the budget were \$300,000 for marketing and \$145,000 for tourism development projects with \$185,000 in marketing committed and \$115,000 uncommitted for future programs. New programs to include Arts and Agriculture, Shuttle Services and expanded brand-community marketing.

Motion: Craig Pierce made the motion for Public Hearing on the SRCVB Budget, June 14, 2017.

Second: Brian Miller

Motion: Approved

Motion: Craig Pierce made the motion for Public Hearing on the RCTDA Budget, June 14, 2017.

Second: Brian Miller

Motion: Approved

Teresa Harris reviewed the proposed STCDC 2017-18 budget and discussed all the details of the budget and the occupancy tax projections.

Motion: Brian Miller made the motion for Public Hearing on the STCDC Budget, June 14, 2017.

Second: Krista Osterweil

Motion: Approved

Lewis adjourned the STCDC Board.
Osterweil adjourned the RCTDA Board.

Approval of the Minutes

The meeting minutes from the April 2017 meeting were reviewed by the CVB Board. Krista Osterweil called for a motion to approve the minutes as presented.

Motion: Craig Pierce made the motion for approval of the SRCVB April 2017 minutes.

Second: Mark Lewis

Motion: Approved

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 April 30, 2017. Additionally Lewis reported on occupancy tax revenues fiscal year to date.

Capital Committee Report

CVB staff presented an update from the Capital Committee on the Rouzer building and the proposed plans for the Railwalk. The committee discussed preserving and adapting as much of the design of the Rouzer building into the structure, but that a demolition permit will be required for the project. The committee also requested that CVB staff and the Committee leadership reach out to Historic Salisbury Foundation and other interested parties on the project and communicate the CVB's vision and tour the property together.

Motion: Capital Committee Recommendation from the committee to the SRCVB Board to pursue demo permit. CVB team to meet with the HSF to the demo.

Second: Craig Pierce

Motion: Approved

Master Plan Committee Report

Barbara Perry called on Meacham and Tara Furr reported on the Arts & Ag concept for 2018. Tara discussed the nature of Arts and Agriculture as a celebration extending from April 2018 to November 2018. It will focus on experiencing the Rowan County brand through key events and activities centered on Arts and Agriculture. It will utilize the brand theme of Kinda County, Kinda Cool. Additionally existing events will be utilized plus new events and an integrated marketing campaign to connect the entire experience.

A full presentation is scheduled for the CVB Board meeting in June 2017.

Destination Marketing Committee and Branding 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. Tara also presented the Brand report

II. Adjourn

Krista Osterweil thanked the members for attending today and adjourned the meeting at 1:09 pm.