



**Salisbury-Rowan County Convention and Visitors Bureau Board of Directors Meeting
Wednesday, October 12, 2016, Noon, Gateway Building**

MEETING MINUTES

Board Members Attending: Krista Osterweil, Craig Pierce, Mark Lewis, Suzanne Jones, Brian Miller, Barbara Perry, Vivian Hopkins, Ed Norvell, Steve Hall, Thad Howell, Amie Baudoin, Tony Shaw and Karen Alexander

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

Attending Guests: Wade Furches, City of Salisbury

Not Attending: Kelly Alexander, Whitney Wallace and Darryl Blackwelder

I. SRCVB Call to Order

CVB Board Chair, Krista Osterweil called the meeting to order and thanked everyone for their attendance.

II. Approval of SRCVB Board Meeting Minutes

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

Motion: Ed Norvell, motion to approve.

Second: Craig Pierce

Motion: Approved

III. Financial Report

Mark Lewis reported on the CVB financials through September 30, 2016. A full financial summary sheet (Appendix A) was provided to the CVB Board and the Profit and Loss Statements and Balance Sheet were reviewed. Additionally the occupancy tax performance chart through August 2016 was presented and showed a 6.5% increase in occupancy taxes in August 2016 compared to August 2015.

Osterweil called for a motion to approve the financial information as presented.

Motion: Suzanne Jones
Second: Amie Baudoin
Motion: Approved

IV. Tourism Master Plan Committee

Committee Chair Barbara Perry reported that the Master Plan Committee held its first quarterly meeting on September 28th and it was a combined meeting of the Master Plan committee and all its subcommittees. Perry also gave the Board a full update on the development of the Arts and Cultural Fund in partnership with the Salisbury Community Foundation.

Perry reported that committee held an in-depth discussion on the initial framework for a 2018 tourism development program centered on arts and agriculture and connecting it to the upcoming Rowan County Brand Story. The committee will plan for a multi season tourism effort focused on arts and agriculture as a major 2018 goal of the Tourism Master Plan: Completion and Connection.

Perry and Ed Norvell also reported that the Rowan Arts Council had a very productive meeting with the NC Arts Council regarding additional funding for arts and culture in Rowan County.

V. Tourism Capital Committee

Committee Chair Mark Lewis reported that the committee reviewed the final drawings and locations for phase 2 of the Wayfinding Signage system and plan to present to City Council once all the signs to be removed are determined and submitted to NC DOT. A presentation to the CVB Board will occur in December.

Meacham reported that the Capital Committee worked to obtain 4 proposals for design and development services for the Railwalk project. The committee identified two vendors it wanted to work with for different parts of the project and asked each to resubmitted proposals for different elements of the project. Combined the resubmitted proposals cost of services came in \$4,000 under the initial proposals and stay within the committee's budget. The Committee selected Ramsay Burgin Smith and Bizzell Design for the Railwalk.

James Meacham reported that the Phase 2 Environmental Work ordered on the Rouzer Building and Property is underway and the services came in under the \$5,000 approved by the CVB Board in September. Results will be available by the November Board meeting. Meacham also reported that the option to purchase was extended to November 17, 2016.

VI. Rowan County Branding Initiative

The Board received an update that the Brand Story's development is in the creative phase and the creative committee has been working hard on the Rowan County Brand Story and partner creative, with a plan to present it to the full Brand

Taskforce, for approval on November 3, 2016. The planned release of the Rowan County Brand Story will occur on November 17, 2016 at the Chamber of Commerce Power in Partnership Breakfast.

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.

VII. Destination Marketing Committee

Committee Chair Thad Howell reported to the Board that the Destination Marketing Committee (DMC) met on October 6, 2016 and under its recently streamlined tourism partner support program had one tourism support requests to consider.

Howell reported that the committee approved a request from Schoenhut Collectors Club Convention. The group will visit Rowan County from October 20-22 and will utilize close to 150 room nights over 3 days at the Comfort Suites. The committee approved a request for up to \$2,000 in support with \$1,000 for lodging and \$1,000 for food and beverage.

CVB Director of Marketing Lauren Litaker went over the CVB's Destination Marketing Report for the month of September 2016. The full report is found in (Appendix B) of the meeting minutes.

VIII. Adjourn

Krista Osterweil adjourned the meeting at 12:58pm.