



February 23, 2017  
2nd Floor CVB Conference Room  
Meeting Minutes

### **Members Present**

Bureau: Jenny Bell, Jessica Bennett, Kelly Brill, Angie Brady, Denise Comulada, Stephanie Decatur, Melody Foote, Myron Jones, David Nash

Members: Beth Buckingham-Rivas, Sam DuBose, Greg Johnson, Laura Leal, Manish Mehta, Ramona Moore, Deanna Morgan, Mylyn Sargent, Lily Schmidt, Michelle Williams

### **Summary**

Myron Jones called the meeting to order at 8:30 a.m. He welcomed everyone and thanked them for attending. Michelle Williams introduced a visitor: Greg Johnson, the VP of Sales & Marketing for the Newport Hospitality Group. Myron then asked Jenny Bell to introduce the guest speaker, Sam DuBose.

### **Guest Speaker**

Sam is the Interim Executive Director for the Downtown Alliance (DTA). He serves as a city liaison for downtown businesses and residents, as well as event programming, coordination and promotion. Sam shared with the members a broad overview of DTA's role in the city, noting those events the DTA is responsible for organizing, i.e., 4<sup>th</sup> Fridays, Field of Honor, and Zombie Walk. He then shared specific details about the Historic Tours the DTA has been hosting for about a year. He encouraged the members to promote these monthly horse-and-carriage tours to their guests as a way to see and learn the history of "old Fayetteville." The tours are occurring monthly, from March through November.

### **Score Card**

Jessica Bennett reviewed the Group Tour Score Card.  
Myron reviewed the Sales Score Card.  
Stephanie Decatur reviewed the Sports Score Card.  
Melody Foote reviewed the Communications Department's Score Card.

## **Visitor Profile**

David Nash reviewed the Visitor Profile.

## **Smith Travel Report**

Angie reviewed the STR report, making note that occupancy is up a lot compared to the rest of North Carolina. Some members stated they were still hosting hurricane victims at their sites.

## **Status of Accounts**

- Jessica reviewed the status of the group tour accounts.
- Myron reviewed the status of the sales accounts.
- Stephanie reviewed the status of the sports and fraternal accounts.

## **EEI and Contracted Revenue**

Myron reviewed the economic impact for verbal and definite leads.

## **Tourism Report and New Products**

Angie reviewed the Tourism Report in detail.

- Angie scheduled the NC Call Center Visit for Tuesday, June 20, 2017, at 11:30 a.m. She extended an invitation to the hotels and attractions to attend this event with the FACVB. It is a co-op opportunity. Angie advised that the prisoners are only able to use the VisitNC.com website, and have no access to hotel websites. Therefore, it is in the hotels best interest to attend and update the call center operators concerning their properties.
- National Tourism Week is in May. The North I-95 Visitor Center is celebrating on May 11, from 10:00 a.m. to 2:00 p.m., and the South I-95 Visitor Center is celebrating on May 12, from 10:00 a.m. to 2:00 p.m. Angie invited the members to attend one or both events with the Tourism Department.

## **Communications Report**

Melody Foote reviewed the Social Media Report and Public Relations Updates for January, making a special note that the FACVB's Instagram page is experiencing a lot of interaction with its followers.

## **Visitors Center Report**

Denise Comulada reviewed the Visitors Center Report and Events Calendar.

## **Group Information Sharing**

Myron announced to the members that Stephanie Decatur, FACVB's Sales Manager, would be sharing with the group the status of the TFC Friendlies group. Stephanie explained that she had been making attempts to bring this group back to Fayetteville from Cary. TFC's contract with Anthony's Travel is up for signing this year.

Stephanie recently met with Pete Sadin and gave a presentation to the committee's desk, proposing that all housing be run through her in 2018. The end result of Stephanie's conversation with Pete was him agreeing that, if everything goes well in 2018, he will bring the tournaments back to Fayetteville in 2019.

After breaking down the details of the changes Pete had requested, Stephanie asked the members to share their feedback. The members discussed some of the terms of Pete's requests and voted in favor of a 24-hour cancellation policy.

Stephanie also shared with the members that the Christian Cheerleaders of America had just signed a 4-year contract with her, taking their business out of Winston-Salem.

**Next Meeting** – March 23, 2017, 2<sup>nd</sup> Floor CVB Conference Room

**Meeting Adjourned**