



**Spring Lake United**

**May 4, 2017**

**Courtyard by Marriott, Spring Lake**

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**Members Present:** Dee Johns; Curtis Worthy; Robbie Larreau; Sam Jones; Cathy Norham; Jennifer Craig; Jane Connolly; Pavan Patel; Kim Wilkes; Lilly Marrero; Tad Davis; Kirk DeViere; Suzanne Geiss; John Meroski; Angie Brady; Myron Jones

**Members Absent:** Anja Palasky; Dev Rajababoo; Chris Rey; Vivek Tandon; Ammie Jenkins; Monica Turner; William Wellons; Paula Macszak; Jessica Bennett

**Welcome:** Angie Brady opened the meeting at 1:00pm; thanked all members for coming out to the meeting and thanked Courtyard for hosting the meeting;

Due to Tad Davis needing to get to another meeting, he started off the meeting; Tad welcomed everyone and hopes that this group can get rejuvenated. Recently Tad and Tom Cooney with SL Public Works had a meeting with NCDOT and it is the goal to have all the construction and orange cones picked up by end of June, all of this is weather-dependent. Tad highlighted some new businesses to include: Cook-Out, Papa Murphy's, a Korean Restaurant- Nak Won, a new USAA Auto-teller and Compare Foods is moving right along, towards an opening; Bayou Seafood has closed and as it stand now, the stand-alone Verizon store will be closing as well. Events in Spring Lake, the Dr. Seuss event will happen again next March, hoping to become an annual event; Spring Fling in early spring saw ~3200 people over the course of the day; Sankofa Festival on May 20 will be held at Mendoza Park (held every other year) from 11am-6pm; No July 4<sup>th</sup> events in Spring Lake this year; For Heroes Homecoming this year, on November 9, hosting a dinner for Vietnam Vets and their families, focused on the families; Note: Thursday June 1 at 8:30am SLPD Torch Run starting from SL Vets Park. This is a run/walk event.

John asked if McCormick Farms was in Spring Lake limits; it is; Bill Panhoff and McCormick Farms are partnering together to create an agri-tourism asset for Spring Lake; there will be meeting space, tours and a farm to table aspect; Will also be partnering with Spence Farms for fresh foods as well;

Angie introduced Kirk DeViere and Suzanne Geiss with 219 Group. Printed slides with campaign information for [www.NearlyFortBragg.com](http://www.NearlyFortBragg.com) were handed out and Kirk mentioned that he was excited with the success of the campaign. See Attached; Kirk walked through each slide; Web Remarketing, FB Advertising and Search Engine Marketing as well as Call Tracking. He also touched on what to expect next: explore options on Instagram, You Tube and Snapchat, perhaps a filter; Paven did ask what keywords were being used; Will get from 219 and share at next meeting;

With no other questions for Kirk, we moved into updates from the CVB. Angie updated the group regarding the Spring Lake Visitors Guide. It is at the printer. There were some issues with the files and the getting it to print correctly; all of that has been worked out and we should have by end of May/early June; all hotels, attractions and the town will have inventory of the guide; The CVB is in early stages of a new website and the newest version of our mobile app “Scoutlook” is being worked right now, should roll out sometime early summer;

Curtis Worthy with Spring Lake Chamber of Commerce stated he hasn’t given up on the Wave Park; The Spring Lake Board has not committed to the water park as they are re-evaluating property taxes; But the Chamber is continuing its due diligence in looking for land and investors; Took a trip to Myrtle Beach and toured Myrtle Waves—to see how much land is needed for certain assets; But as always, the mission of the chamber is to recruit new business and retain current business;

Sam Jones, Director of Spring Lake Parks and Recreation, announced it is baseball season in Spring Lake; In June, there will be a Spring Lake night at the SwampDogs; there will be a basketball camp with Coach Henry from Methodist University; Looking at hosting a Town Yard Sale in June or July. Ppl would buy a space at the Rec Center and set-up; Also looking for sponsors for youth swim lessons that will be offered by the YMCA; John offered that it would be great if each hotel would be a sponsor;

Next, Jane Connolly with Carvers Creek gave update on the State Park; still dealing with the aftermath of Hurricane Matthew. The staff has fixed everything that they can fix; they have received paperwork and prints on how to fix the dam, now to get the money and hire a company to actually fix it; in 2018, they hope the repairs will start and it will take about a year to complete the work; Also Carvers Creek State Park will benefit from the NC Connect Bond that was passed last spring; The priorities of the park would be a paved road into the park, a bigger, paved

parking lot, renovations to the Rockefeller House, bridge to connect to other locations of the park and expand footprint and picnic shelters. It will be 3-5 years before any of this comes to fruition and some money may go to repair of dam; There are no fish. Lake is completely dry;

Lilly Marrero with MWR was present. Right Now, the focus is sponsorships for July 4<sup>th</sup> event.

Finally, John Meroski with FACVB talked about moving this group forward. There has been some great success that have come out of Spring Lake United to include a dedicated Tourism Brand, a dedicated website, ad campaign, Social media, a soon to be available Visitors Guide as well as a Carvers Creek Brochure. John heard from several people that they would like to go back to monthly or at least bi-monthly meetings. Upon group discussion, it was decided that group will go back to monthly meetings; John also talked about this group needs to be By You-For You.... Meaning it needs to be led by those who are working in Spring Lake. CVB will offer same support and be present, but the group needs leadership from Spring Lake people. John asked for a Chair and Vice Chair; Paven Patel was nominated and accepted as Chair and Robbie Larreau was nominated and accepted as Vice Chair;

Angie asked if anyone had any questions or anything to share with the group and with nothing noted, Meeting adjourned at 2:25pm.

#### **Next Meeting:**

Please mark your calendars!

Thursday, June 1, 12:30 pm; **location to be announced.**