



**Spring Lake United**  
**January 11, 2017**  
**Spring Lake Recreation & Parks**

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**Members Present:** Sam Jones; Pavan Patel; Kim Wilkes; Jennifer Craig; Kelly Smith; Suzanne Geiss; Cynthia Little; Kimberly Wiley; Debra Clyde; Vanessa Bell; Daniel Gerald; Myron Jones; Stephanie Decatur; Angie Brady; Jessica Bennett

**Members Absent:** Monica Turner; Jane Conolly; Dee Johns; Anja Palasky; Nicole Blunt; Dev Rajababoo; Vivek Tandon; William Wellons; Paula Maczak; Kirk DeViere; John Meroski

**Welcome:** Pavan started the meeting at 12:55. He welcomed and thanked everyone for attending the first meeting of 2018 and hoped everyone had a great holiday and happy new year. Before starting the meeting, the group did an “around-the-table” introduction.

**November Minutes:** There were no adjustments to the November meeting notes.

Pavan handed the meeting over to Suzanne with 219 Group, Kirk was not present. Suzanne passed around the handouts and reviewed the presentation. She started the update with January’s Facebook Ad and mentioned to the group that the current campaign was military focused but will focus on outdoor activities in Spring/Summer. She went over Web and Facebook Remarketing, Search Engine Marketing, Facebook and Native Advertising, Call Tracking and YouTube Advertising (ad will end 2/20/2018 and will give full picture at May meeting). She followed the updates by reviewing the next steps in the campaign and briefly went over the monthly and quarterly numbers. Pavan did ask if there was a way to gauge overnight bookings once someone was redirected to a property. Suzanne said she would be sure to speak with Kirk on the subject but was not sure if there was a way to find out if an actual booking was made. With no other questions or concerns, and with nothing further to report she handed the meeting back over to Pavan.

**Please see attached report for detail.**

Pavan then welcomed Sam to give the Parks and Recreation update; Sam mentioned that basketball season kicks off Saturday, January 13<sup>th</sup>; the Dr. Seuss Parade and Family Fun Day will be in March – the Family Fun Day will be moved to the Main Street area, they are working with Kameo Events and more details will be coming; Spring Lake Easter Egg Hunt will be held March 24<sup>th</sup>; Parks and Rec is sending out a survey that will help with grant funding for a splash pad. Sam lastly informed the group that Parks and Rec had three open staff positions available and to spread the word – two rec aids and one maintenance position and the positions will be offering 20 hours a week.

Pavan did ask Sam about hotel needs for the Dr. Seuss Parade and Sam responded with the hopes that individuals would be coming in to overnight the day before and will keep in touch.

Pavan then asked Debra to give the Chamber updates. She mentioned they were partnering with Parks and Rec, as well as Kameo Events for the Dr. Seuss Parade and Family Fun Day. They have hopes that the Dr. Seuss event will become Spring Lakes signature event. Debra also wanted to put the word out that the Chamber needs interns/volunteers and reminded the group of the Chamber Business After Hours being held at H&R Block.

In John's absence, Angie gave the CVB update but first let Stephanie Decatur speak to the group about the upcoming Spartan Race, May 12-13, (Mother's Day weekend). Stephanie informed everyone that the lead for the event would be going out within the next week and wanted to make sure everyone was currently receiving leads. There were few individuals that had extranet issues or were not receiving leads/emails and Angie let them know it would be taken care of. Stephanie told the group the race would be held at McCormick Farms and they would be needing hotel blocks. She wanted everyone to know the importance and significance of the event and wanted everyone on the same page. Angie let group know that she and John had just gone to McCormick Farms and in conversation they let them know the event is forming a long-range plan with keeping the race at the farm and the possibility of a Super Spartan Race. McCormick Farms also stated that any property wanting to be a preferred property for the event would have to provide transportation/shuttle service. Angie then reminded the group of the survey that she had emailed out; 20 went out with only 4 completed. She stated she would leave the survey up a little longer and would also resend the link. Angie told the group that at least 10-11 surveys needed to be completed to give an accurate update. She then handed out the performance report and explained that there would be an update to the YouTube #'s as soon as they are received and based on the results from the survey, a "To DO" column would be added.

Pavan told the group he did meet with John in December about performance, budget and 2018 ROI and that the survey was extremely important. He stated that everyone needed to be engaged

in the process and to please complete survey. Pavan also asked Angie if the 2017-18 budget could be included in the meeting follow up.

Before Pavan adjourned the meeting, he asked if anyone would volunteer to host the next meeting and Vanessa with Hampton Inn offered the space.

With no questions or concerns, Pavan adjourned the meeting at 1:32pm.

**Next Meeting:**

Please mark your calendars! Thursday, February 1st, 2018, 12:30 pm; Spring Lake Hampton Inn.