



Convention & Visitors Bureau
Rowan County, NC

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ROWAN COUNTY CONVENTION & VISITORS BUREAU

204 E Innes Street, Ste. 120, Salisbury, NC 28144

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Name: Destination Marketing Committee

Date of Meeting: February 6, 2017

Committee Chair: Thad Howell

Date of Next Meeting: March 2, 2017

Committee Members Attending: Amie Baudoin, Thad Howell, Krista Osterweil, Kelly Alexander, Vivian Hopkins

Tourism Staff: Tara Furr, Lesley Pullium, Natasha Simmons

Not Attending: Gretchen Witt, Suzanne Jones

Guest: None

Thad Howell called the meeting to order at 10:07 AM and welcomed everyone to the Destination Marketing Committee Meeting for February 2017

Meeting Minutes:

Thad Howell asked if everyone had an opportunity to review the minutes. After minutes were reviewed Howell called for a motion to approve the minutes as presented:

Motion: Krista Osterweil made a motion to approve the minutes.

Second: Amie Baudoin

Motion: Approved

Tourism Support Funds Requests

CVB staff presented two funding requests to the committee for consideration.

The first request was from Tilley – Harley Davidson for the 2017 Biker, Blues & BBQ Rally. The event will be in Rowan County on September 15 & 16, 2017 and will utilize over 50 room nights for judges and participants.

The funding request for the group is for \$3,000, but all in lodging and hospitality support. Last year, the CVB supported the event with \$3,500 in lodging and hospitality. The economic impact and size of the group meets all the criteria for funding support; however, the new funding protocols set for support funds caps lodging and hospitality at \$2,000. CVB staff recommended to the committee approving \$1,000 for hospitality and up to \$1,000 for lodging support, unless the committee wanted to take a different direction.

After discussion on the application, Chairman Thad Howell called for a motion:

Motion: Krista Osterweil motioned to table vote until next meeting and perhaps revise application.
Second: Amie Boudoin
Motion: Unanimously approved

The second request was from the Boer Goat Association Conference. The event will be at the Rowan County Fairgrounds April 28 & 29, 2017, and will utilize 3 hotel rooms for 4 nights for conference judges.

The funding request for the group is for \$500 in lodging support. The economic impact and size of the group meets all the criteria for funding support. CVB staff recommended to the committee approval of this based on the economic impact and number of people it will bring to Rowan County.

After discussion, Chairman Thad Howell called for a motion:

Motion: Kelly Alexander made a motion to approve the support request
Second: Krista Osterweil
Motion: Unanimously approved

Branding Update

CVB staff provided an update on the Rowan County Brand community implementation. There have been many speaking engagements throughout the community at Rotary and Rowan Realtors, as well as with representatives from the colleges and school system.

Miller Davis is working with Rowan County towns and municipalities to help craft their story and position within the new brand.

Marketing Updates

Tara Furr and the CVB staff reviewed with the committee a condensed marketing report and discussed in depth the following areas:

1. Trolley Program
2. Visitor Services
3. Marketing Support & Group Sales
 - a. NC Community Fine Arts Conference
 - b. Chamber of Commerce Association of Executives
 - c. Little League World Series
 - d. In God's Own Country/ German Theater Company & PPT
 - e. Cornish American Heritage Society
 - f. Southern Tandem Bike Rally
 - g. Alpha Kappa Alpha Conference
 - h. Leads:
 - i. NC Main Street Conference
 - ii. NC Museum Council Conference
4. Digital Marketing Platforms
 - a. Social Media Performance and Promotions
5. Public Relations and Communications
 - a. Carolina Parent Magazine feature

Little League World Series Update

Salisbury has secured the bid to host the Little League World Series in July 2017. James Meacham and Tara Furr will meet with the City and County this month to discuss considerations for CVB support for this event. It was mentioned that less teams will be participating in the event this summer, because the senior girl's divisions will not be competing in the tournament this year.

Additional Business

There being no additional business for the committee, Chairman Howell adjourned the meeting at 10:46am.

Respectfully submitted by: Tara Furr, RCCVB