



ROWAN COUNTY TDA BOARD OF DIRECTORS MEETING

Wednesday, March 14, 2018: 12 Noon, Gateway Building

CALLED MEETING MINUTES

Board Members Attending: Steve Hall, Craig Pierce, Krista Osterweil, Amie Baudoin, Whitney Wallace, Edward Norvell, Darrell Blackwelder, Kelly Alexander

Not Attending: Brian Miller, Tony Shaw, Shannon Stewart-Hill

TDA Staff: James Meacham, Lesley Pullium

I. RCTDA Call to Order

Krista Osterweil called the RCTDA to order at 12:00pm.

Approval of the Minutes

Motion: Craig Pierce made the motion for approval of the RCTDA February 2018 minutes.

Second: Steve Hall

Motion: Approved

Financial Report

The TDA Board of Directors reviewed the year to date financial statements and year to date occupancy tax revenues...

Destination Marketing Report

Meacham shared that Tara Furr will be returning from maternity leave on April 3rd and will help with the restructuring of marketing staff.

With regard to tourism support investments, 2700 room nights were generated. The NC Fine Arts Conference was a big success in February, with a little over 150 room nights for the event. In addition, Destination Magazine published an ad for the Arts & Ag events, including the Tractors & Trains event at the NC Transportation Museum on April 14th.

The Wine about Winter event sold over 1,000 tickets with 21 room nights associated. There are several incentive packages being offered throughout April, including NC Beer Month, Earth Day Jam, and Day out with Thomas.

The number of visitors accessing the new website is up 15% from last year. In addition, social media continues to grow as spring events and Arts & Ag picks up. Also, UNCTV recently completed a television shoot in downtown Salisbury, which will air later in spring 2018.

The TDA was working with the Land Trust to secure a sports-tourism group in October, but the logistics didn't work out. In addition, the location was moved from High Rock Lake to Badin Lake. However, just two weeks ago the TDA signed with the NC Department of Commerce to host the NC Main Street Managers Conference in March of 2019. It will be a mid-week event and around 500 room nights are expected. Bids will be sent out to hotels soon to secure room blocks. The TDA will manage the logistics of the conference while DSI and the City will manage the conference engagement.

The DMC Committee approved 5 tourism support requests, including funding for the Boer Goat Association annual event, Hurley YMCA Pickleball Tournament, Piedmont Players, Happy Roots, and the Public Art Committee. These requests will total around 230 room nights.

Arts & Ag

Meacham updated the group on the Arts & Ag Initiative. The Beer Festival at Gold Hill on April 7th will be the kick off and is a free event to the public. On April 14th the Tractors & Trains Festival will take place at the NC Transportation Museum. The Farms & Barns tour, during the last weekend of April, is already sold out. On May 12th Patterson Farm will host a Farm-to-Table event with a five course meal and a performance by the Salisbury Symphony. This will be a ticketed event at \$75 per person or \$125 per couple. The Riot at Walnut Hill, sponsored by the Bread Riot, will also be ticketed on May 20th, and Pops at the Post will take place shortly after during the first weekend of June.

All the marketing platforms are focused on Arts & Ag at this time, including the website, newsletters, and social media. There will be five billboards spread out at each corridor of the county to reach a broader audience. Other Arts & Ag branding efforts will include 12 foot tall banners, posters, kiosk flyers, as well as TV and radio spots. In addition, an Arts & Ag tent will be set up at each event and staffed by the TDA to greet visitors, hand out materials, and answer questions.

There will be several incentive packages available during Arts & Ag. April is NC Beer Month and visitors will receive 1 beer flight and 1 pint glass from New Sarum and Morgan Ridge, as well as a \$25 Visa gift card, for staying one night in Rowan County. Along with general packages, specific Arts & Ag packages will be offered for ticketed events.

Three sculptures were selected from the 2018 Sculpture Show specifically for Arts & Ag. One has already been installed at Morgan Ridge Vineyards. The remaining two will be installed at Sloan Park and Patterson Farm on April 6th.

Capital Committee

Whitney Wallace stated the recent Capital Committee meeting included a presentation by Edward Norvell, Mary Heather Steinman, and Jason Walser to address the multipurpose park to be created across from the Rowan Public Library. The park would include a lot of green space, a children's area, a covered venue for entertainment, arbors, and public restrooms. The committee approved the structure of a long term funding agreement for the park for 10 years, under the condition there are certified programming and maintenance agreements in place. The funding would begin fiscal year 2019-2020 pending the aforementioned agreements.

Meacham shared there are two key parameters that would need to be met in order for funding support to be realized. One is an agreed upon maintenance agreement with the City of Salisbury or other third party to ensure there is appropriate upkeep of the park. In addition, a programming agreement needs to be in place so

there is a steady flow of activities and programs being offered. One of the reasons Village Park in Kannapolis is a success is due to a successful programming effort with staff in place to support daily activities within the park. The potential name for the park is "Bell Tower Green".

Wallace stated the Capital Committee is continuing to work on securing the final funding structure for the Railwalk Pavilion project. Meacham shared that these funds are focused on the redevelopment of the Railwalk Pavilion to support the TDA's long term goal for the Railwalk district.

The Pavilion will serve as a tourism development project for the destination. Currently all aspects of the project have been approved by the appropriate agencies. There is an estimated 4 to 6 month timeframe on the construction and 8 different contracting companies attended the pre-bid meeting. Bids for the project are due March 20, 2018.

The funding concept focuses on the TDA requesting the County provide the initial funding for the project and the TDA through an inter-local agreement would pay back the funds over a 5 year period. The estimated cost is around \$350,000.

Wallace reported that the Capital Committee voted to move forward with the TDA approaching the County for the inter-local agreement to receive advanced funding for the Railwalk Pavilion and asked the Board to approve as well. The motion comes from the Capital Committee to the Board. Craig Pierce and Amie Baudoin recused themselves from the vote. With no further discussion, the Board approved the motion and second as presented.

Local Tourism Update

Meacham stated the feasibility studies for additional hotels in Rowan County are moving quickly. There are a lot of inquiries coming in as the interstate widens and water/sewer becomes available. The north side of Lane Street has a lot of long term development opportunities, especially with the growth of Kannapolis and the new Intimidators stadium going up in Downtown Kannapolis. Lane Street is a dividing line between Rowan County and Cabarrus County.

II. Adjourn

Krista Osterweil thanked the members for attending today and the meeting adjourned at 1:15 pm.

Respectfully submitted by: Allyson Teague, RCTDA