



SALISBURY TOURISM AUTHORITY
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SALISBURY TOURISM AND CULTURAL DEVELOPMENT COMMISSION
Minutes of the Destination Development Committee
October 12, 2010

The Salisbury Tourism and Cultural Development Commission's Destination Development Committee met in the first floor conference room at 217 S. Main Street at 12 p.m. October 12, 2010.

In attendance were: Boris Bunich, Randy Hemann, Mark Lewis, James Meacham, Diana Moghrabi, Joe Morris, Barbara Perry (Chair), Lynn Raker, Barbara Sorel, and Terri Stevenson.

WELCOME AND OPENING REMARKS

Barbara Perry welcomed everyone. The minutes of September 14 and 28, 2010, were approved as submitted.

WAYFINDING

After including some adjustments requested by the committee (Brenner Avenue Corridor handout), the total estimate for Phase I is now \$132,400, with emphasis on the directions to Catawba College, The VA Hospital, Rowan Regional Medical Center, and Livingstone College.

The signage around the RCCVB (parking) can be paid with marketing dollars. James Meacham has confirmed that this is an acceptable use of funds.

Monday there will be a meeting with NCDOT; then, staff will prepare a zoning text amendment, receive Historic Preservation Commission approval, get fabrication drawings, present the proposal to City Council, etc. There is a lot to do to prepare for the signage.

Lynn Raker said she would like clarification regarding what signs (poles) are being purchased. She, Mark Lewis and Barbara Perry believe decorative poles should be used on the Innes Street Corridor. The committee does not want a "skinny pole" at the bridge. Randy said that there needs to be more discussion on design and location of the poles.

What kind of prototype will Bizzell Designs, Inc. supply? How much will it cost? Barbara would like to see both types.

Boris suggested installing the smaller signs and getting feedback before making the larger investment. James Meacham recommended installing the signs around the Visitor Center and the committee can receive feedback from that installation.

Boris Bunich wondered how signage would integrate with the kiosk system. Eight powder-coated, navy blue kiosks that are RCTDA in color scheme and graphical elements will be going up next week. Most signs will be indoors. They purchased the more affordable stands to be able to get them up quickly before the holidays.

These initial eight signs will go to the three major hotels (Holiday Inn, Comfort Suites, and Hampton Inn) The Transportation Museum, Lazy 5 Ranch, Patterson Farms, Dan Nicholas Park, and the RCCVB.

James understood that the signs and the kiosks were separate. The wayfinding signage will have the city brand and the kiosks will have the CVB brand.

Joe summarized that (1) he will clarify the exact locations of the decorative vs. non-decorative poles—making sure that decorative poles are on E. Innes Street. (2) Look at some logical phase plan based on funds available. (3) Bring back feedback from the meeting with NCDOT. (4) Get details about the proposed prototype.

MARKETING

The Joint Marketing Committee will create a budget and report to both the Rowan TDA and the Salisbury TDA. The budget was distributed to this committee.

Fiscal Year 2010-2011 Joint Marketing Committee Budget

Projected Funds Available for Marketing	\$200,000
Marketing Programs	
• 2010 Winter/Holiday Marketing	65,000
• Point of Service Kiosk Program	30,000
• 2010-2011 Tourism Marketing Grants	25,000
• 2010-2011 Group Sponsorship and Incentive Program	15,000
General Destination Marketing	10,000
Cooperative Marketing	10,000
Spring Marketing	15,000
Wayfinding Signage	15,000
Marketing Reserves	15,000

Joe will check with Wade Furches and John Sofley about the amount in last year's capital reserves. (Joe remembers \$58,200) Some money has to be in reserves. We allocated some money from last year's budget (\$50,000) toward a master plan. Based on the allocation from the marketing committee, use of capital reserves from last year, some funding from this year and next, the money can be applied to the wayfinding signage project.

Joe estimates that the committee will have an estimated \$30,000 to allocate. Last year we spent \$70,000. Money has been spent on Bizzell Designs, Inc. (\$14,000).

TROLLEYS

The City of Salisbury Vehicle Capital Replacement Fund could assist in the purchase of a replacement for the F&M Trolley. This trolley's fuel line is duct taped together and died during the October Tour weekend. The F&M Trolley could be broken down for parts to keep the other trolley going. The RCCVB is spending about \$1,000 a week to keep it running (driver, fuel, maintenance costs).

- The trolleys are booked through the fall. They are popular.
- RCCVB is running an "attraction" basically to raise enough revenue to pay the maintenance costs.
- Using the trolleys in the county is not practical since they travel at a speed of 45-50 mph top. They try not to get more than 8-9 miles away from the city.
- Randy Hemann of DSI originally managed the trolleys through Downtown Salisbury, Inc. and turned them over to the RCCVB for insurance purposes.
- Randy believes the trolleys could be resourceful as a marketing tool. Proper packaging with Amtrak schedules should be considered.
- The RCCVB is responsible only for one-half of the marketing and the programming. DSI and the City are "on the hook" for the physical costs to maintain the trolleys.
- James said the research he has done proves the cost for a replacement can run \$40,000-\$65,000 for a qualified used trolley with a politician's platform and 28 seats.
- A subcommittee will make a recommendation to the committee. (Joe Morris, Randy Hemann, James Meacham, Mark Slusser, Jake Sterling)

Mark Lewis posed the question, "How do we set that up?" If the trolley business is something we want here and the TDA buys it, who is going to run it? We are not limited to the same type of

vehicle. (Could be a double-decker bus to tie in to sister city Salisbury, England) The payments on the trolley could be \$10,000 a year.

Joe suggested waiting until July 1 and ask the Joint Marketing Committee to help pay for it. James did not think they could make it until July.

CAPITAL PROJECTS

This committee deals with assets that become the property of the City of Salisbury.

Mark Lewis said, “We need to create our own project list.” The downtown holiday decorations are getting old, there is a discussion about the need for an interpretive attraction for the Civil War prison site, and public art are three projects that come immediately to mind.

The City Council feels that this committee should be supporting public art. Barbara Perry said that they need to know if there is going to be any money for public art or they will not have a show. In order to put on a public outdoor sculpture show, the information must go out now. Public art has good momentum, but they need \$10,000 to receive matching funds that have been pledged.

The acquisition of sculpture for a permanent show could come through this committee. A budgeted amount would be helpful for the grant process. We have a very active cultural arts community. Joe suggested it could come out of the action grant program rather than lose the show. They have set aside \$25,000.

Boris said he can see the value in the wayfinding signage and trolleys for the overnight visitor. Art could tie up a lot of resources that would prevent us from addressing other needs. He could support supplementing some.

During these tough economic times, local foundations are providing for human services and not art.

The master-planning process will probably begin at the end of this month. It will have an element that markets the sculpture show.

Mark recommended that the Public Art Committee get some numbers together and bring it to the Organizational Committee so they can make a recommendation. Lynn Raker volunteered to bring it to the committee.

NEXT STEPS

Joe Morris and Buzz Bizzell would meet with NCDOT to present the concept October 18.

ADJOURNMENT

The meeting was adjourned at 1:30 p.m.

The Organization Committee will meet October 22, at noon for a lunch meeting in the first floor conference room.

The full commission will meet October 27 at Patterson Farms.

The next meeting of the Destination Development Committee will be November 9 at noon.

Respectfully submitted,

Diana Moghrabi