



SALISBURY TOURISM AUTHORITY
dba
SALISBURY TOURISM AND CULTURAL DEVELOPMENT COMMISSION
Minutes of the Destination Development Committee
June 16, 2010

The Salisbury Tourism and Cultural Development Commission Destination Committee met in the first floor conference room at 217 South Main Street. This meeting was posted on the doors of City Hall and on the City Web site under Special Meeting Notices.

In attendance were: Mark Lewis, Barbara Perry (Chair), Lynn Raker, Boris Bunich, Joe Morris, Diana Moghrabi and Terri Stevenson

WELCOME AND OPENING REMARKS

Barbara Perry opened the meeting and introduced Terri Stevenson to the committee.

The committee adopted the following schedule: The Destination Development Committee will meet at noon in the first floor conference room at City Hall, 217 S. Main Street, on the second Tuesday of the month with those dates for 2010 listed below.

June 16, 2010; July 13, 2010; August 10, 2010; September 14, 2010; October 12, 2010; November 9, 2010; December 14, 2010

DISCUSSION

The Destination Development goal-setting session was held May 26 with Warren Miller, Facilitator. Copies of the report were distributed to the committee.

It has been suggested that this committee collaborate with the Marketing Committee to identify the things people come to Salisbury to see and help fund some of those activities through a master plan.

Mark offered the committee some background on the trolleys. The trolleys are a part of Salisbury's fabric. Downtown Salisbury, Inc. (DSI) brought the trolleys to Salisbury through the private market. They later realized that the Rowan County Tourism Authority was a better fit for running the trolley services. (They had staffing and the county could get a better insurance rate.) The trolleys are revenue generating through event rentals. There is a memorandum of understanding between DSI, The City of Salisbury, and the Rowan TDA as to who is responsible for what. Mark is afraid that Salisbury is dangerously close to losing the trolleys due to their

current (aging) condition. Lynn suggested looking into energy grants for opportunities for electric trolleys.

Mark Lewis, Joe Morris, and Michelle Patterson will meet with James Meacham about marketing. Mark will get more information together about the trolley and the master plan.

Mark Lewis challenged Joe Morris to bring way-finding information to the next meeting. Three years ago the City hired Arnett-Muldrow, Associates <http://arnettmuldrow.com> to initiate a branding and way finding effort. Although most of the effort went to the City brand, they provided a list that identifies destinations within the community and identification of districts, gateways, and a recommended hierarchy of signage.

Money

Joe suggested that this committee determine some general, rough-budget estimates on how much they would like to allot to various projects and make that recommendation to the full committee. Mark said he would be more comfortable making recommendations and having the full board make the approval.

There are funds from the current year in the amount of \$46,170. In terms of reserve funds, (A guiding expectation from the local government commission) 8 percent of the budget needs to be in some sort of a fund balance arrangement. The overall STCDC budget is roughly \$300,000 per year, so that would be \$24,000. As of June 30, there would be \$70,600 cash that could be spent. Of that money, \$58,200 could be spent on capital.

Marketing						
\$36,400						
<u>-\$16,000</u>	Marketing portion of fund balance					
\$20,400						
Destination Development						
\$58,200						
<u>-\$8,000</u>	Destination Development portion of fund balance					
\$50,200	2009-10 Available					
\$97,000	2010-11 Available					

According to the legislation, the capital that the Destination Development Committee spends must be within Salisbury. Marketing money could be spent beyond Salisbury.

Technology

Mike Miller is working on a touch screen kiosk. The cost is estimated at \$18,000. The purchasing power of the city could be used to purchase hardware for several locations at a better rate. This could be tied to the Visitor’s Center Web site.

Fibrant (Fiber to the Home) is planning to roll out a mobile visitor center at the “Brick Street Live Concert” July 15 (Dave Matthews Tribute Band). It includes a 47” high-definition television outside; inside there is a 50” high-definition television and a series of computer terminals. They will connect to the fiber optic system in neighborhoods with a block party theme to recruit new customers. They will be willing to let the tourism development board to use it as a mobile visitor center.

Boris was interested in investigating iPad and smart phone usage. Hotels are currently using this technology and will be interested in smart phones as a concierge service. Boris will contact Apple for more information. He added that there is value in a big bang approach to projects. If it is newsworthy, the project would get better statewide media coverage.

Terri visited Campbell University’s print shop in Buies Creek this week and was very impressed with their printing possibilities. The City Planning office could benefit from the purchase of Print Shop for in-house printing.

Wrap Up

- Way finding is “teed up”.
- The trolley system–need a timeline for replacement and preliminary report.
- A master plan for 3-5 years with joint funding. Coordinate with RCVB.
- Public art–purchase of sculpture yearly (Ask Paul Fisher to pay half to purchase Jeremiah and/or the horse; this committee could pay other half. Set money in the annual budget to fund a purchase.) Lynn and Barbara will get figures together.
- Event support–joint funding
- Kiosk
- Public restrooms

The meeting was adjourned at 1:35.

Respectfully submitted,

Diana Moghrabi