



SALISBURY TOURISM AUTHORITY
dba
SALISBURY TOURISM AND CULTURAL DEVELOPMENT COMMISSION
Minutes of the Destination Development Committee
September 28, 2010

The Salisbury Tourism and Cultural Development Commission's Destination Development Committee met in the first floor conference room at 100 W Innes Street at 12 p.m. September 28, 2010.

In attendance were: Robin Baltimore, Buzz Bizzell, Bill Burgin, Randy Hemann, Betz McKeown, James Meacham, Diana Moghrabi, Joe Morris, Rick Parker, Barbara Perry (Chair), Lynn Raker, John Sofley, Barbara Sorel, Terri Stevenson, and Gail Elder White.

WELCOME AND OPENING REMARKS

Barbara Perry welcomed everyone to this presentation of way-finding signage by Buzz Bizzell of Bizzell Design, Inc., <http://www.bizzelldesign.com/>, Davidson, NC.

Joe Morris offered some background for guests who had not seen the previous presentation. During the goal-setting process, the commission identified the need for wayfinding signage for the community. Funding is through the Occupancy Tax which generates roughly \$300,000 (Salisbury share). Two-thirds of those funds are assigned to marketing and about 1/3 (\$100,000) to destination development.

PRESENTATION

This presentation of the concept is a follow-up from the September 14 meeting. (See minutes for details.)

Much of the signage design is regulated by the North Carolina Department of Transportation (NCDOT).

The committee outlined enough detail to develop some budget pricing and a sign count for the number of signs needed for a Phase I program. The discussion today was about the number of signs and general placement and not about small design details.

Buzz focused on exiting I-85 (exit 76) to the downtown and where to park. We hope to list nine of the best things about Salisbury on those three large signs. As we get closer, we get tighter.

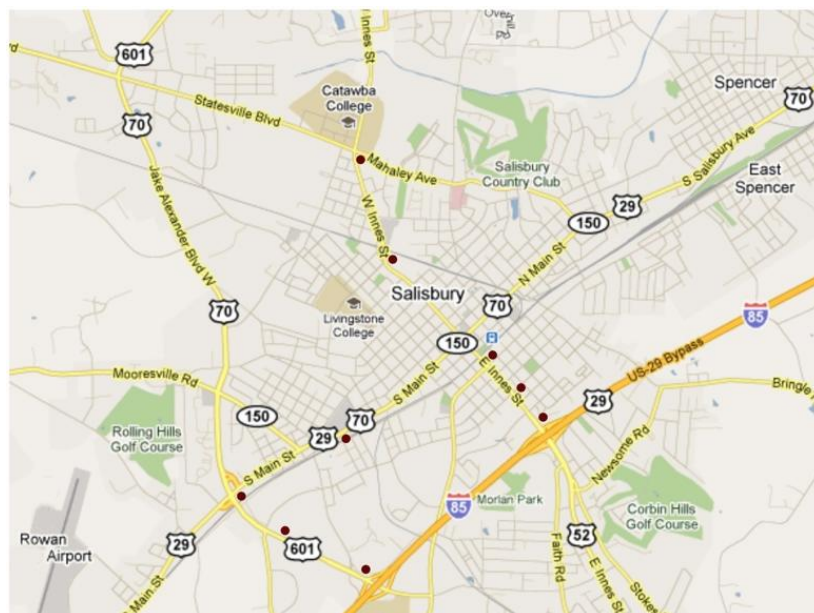
Jake Alexander Boulevard does not have a need for pedestrian wayfinding or the map. There really isn't a place to park. The large, decorative poles can provide some architecture on Jake Alexander Boulevard.

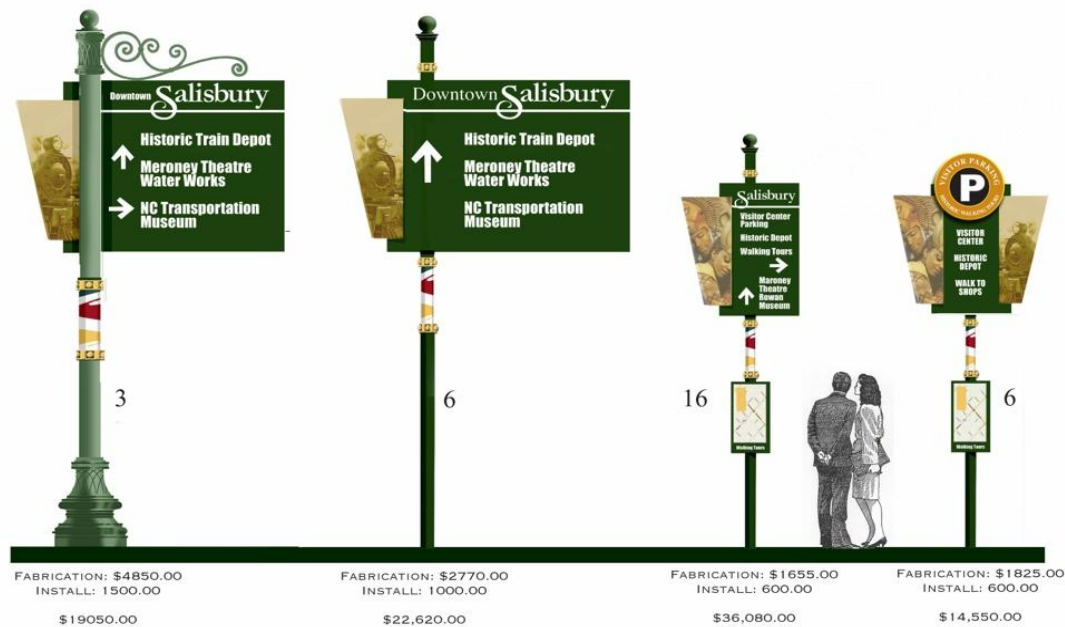
Mr. Bizzell provided scaled pictures of what the signs would look like coming across the Innes Street Bridge, in the Main Street retail district and on Lee Street near the Visitor Center. There is a lot of height on that streetscape.



If Salisbury uses its own poles, the map box can be utilized much better than trying to retrofit streetlight poles. If a car hits the wayfinding sign, their insurance will likely pay \$5,000 for the sign.

This is a bare-bones version for Phase I. Get downtown, find the downtown destination—then colleges, hospitals and destinations that are not downtown.





DISCUSSION

Bill Burgin was interested in which way the trapezoid would face. Buzz said that would be a decision for the committee.

Joe Morris believed that a good Phase I would include Brenner Avenue because of the VA Hospital, Catawba College, and Livingstone College. Bill Burgin would like to be able to reach that far.

Lynn Raker would like to see decorative poles on Innes Street; that would fill the gap for public art on Innes Street—use elegant poles.

The signs have a marketing component to them. Maybe there is an opportunity to look at some cross-funding from the marketing budget. Marketing funds could carry the signage system out to the large sites like Dan Nicklaus Park—use a term like area attractions. In the rural areas, signs could be a color other than green, like the powder-coated burgundy, to be more visible.

North Carolina’s State Department is in the business of developing the wine business. NCDOT will allow a “wine sign.”

There was a discussion about what could be on a sign. You have to look at signs from the perspective of a visitor. You have to put them at ease.

The current sign inventory is complete. Some of those will come down after we determine what will be on the new signs.

PRELIMINARY QUOTE

- The large decorative signs would cost about \$4,850 for fabrication and \$1,500 to install (\$19,050 for 3). Installation with breakaway bolts drives up the cost and is required.
- The next size is \$2,770 to fabricate and \$1,000 to install (\$22,620 for 6).
- Pedestrian signs are \$1,655 to fabricate and 600 to install (\$36,080 for 16).
- Parking signs are \$1,825 to fabricate and \$600 to install (\$14,550 for 6).

MOTION

Randy Hemann made a MOTION to support the concept that the committee received today with the addition of Brenner Avenue signage to Phase I. The committee will seek the full commission's approval to bid the project. Barbara Perry seconded the motion with all members voting AYE. (Terri Stevenson and Bill Burgin had to leave before the vote.)

NEXT STEPS

Joe Morris and Buzz Bizzell would meet with NCDOT to present the concept. They will inquire about the rules for hospital signage.

The messages on the signs, destinations, and locations will have to be decided on.

The graphics will have to be generic. James said the RCCVB has a large data base of high resolution photos of the area.

Produce a prototype and test it.

ADJOURNMENT

The meeting was adjourned at 1:25 p.m. The next meeting of the Destination Development Committee will be October 12 at noon.

Respectfully submitted,

Diana Moghrabi