



SALISBURY TOURISM AUTHORITY
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SALISBURY TOURISM AND CULTURAL DEVELOPMENT COMMISSION

Minutes of the Destination Development Committee

May 2, 2011

The Salisbury Tourism and Cultural Development Commission's Destination Development Committee met in the second floor conference room at 217 S. Main Street at 12 p.m. May 2, 2011.

In attendance were: Boris Bunich, Bill Burgin, Randy Hemann, Mark Lewis, James Meacham, Diana Moghrabi, Joe Morris, Krista Osterweil, Barbara Perry (Chair), Lynn Raker, John Sofley and Barbara Sorel

Public: Clyde Overcash, Buzz Bizzell (Consultant), Sean Meyers (Photographer)

Absent: Terri Stevenson

WELCOME AND OPENING REMARKS

Barbara Perry welcomed everyone. The April 4, 2011, minutes were approved as submitted.

Barb Sorel has agreed to chair the Holiday Decorations Committee. Other members include Krista Osterweil, Randy Hemann, Barbara Perry, James Meacham, and Lynn Raker. Sean Meyers will participate. They will meet directly after this meeting today in the same room.

James Meacham reported that they (Robert Van Geons of the Economic Development Commission is also assisting) have begun meeting with potential sponsors. There is a good chance of getting a substantial financial contribution to cover the costs of the trolleys. They have worked on an agreement with a trolley broker to sell one of the existing trolleys once the new has/have been purchased. They are exploring potential clean energy grants for the trolley's natural gas engines.

RCCVB partnered with DSI for the Friday nights on the town and sold out the haunted tours. Eighteen people had to be turned away—proving that a thirty-seat trolley would be beneficial.

Hometown Trolleys would work to lower the price by providing discounts for a second trolley.

WAYFINDING SIGNAGE

Today we are discussing image selection for the wayfinding signage. Sean Meyers was asked to provide new photographic images, so he sent those via an Internet link for review prior to the meeting. Sean was available for comments and suggestions.

The images Sean provided were all wonderful, though some would not be right for this project. Confederate Monument03.jpg—*Fame* is a favorite (#1 image) of everyone's.

Hall House.jpg—this photo with the cannon in the yard is ranked #2 or #3 on priority list. This is Salisbury branding.

Depot09.jpg and Depot13.jpg—unusual shot because it shows the tower and the mission façade on Council Street. This shot is very interesting.

Livingstone02.jpg is an image of the bear mascot and the image of the columns at Livingstone (Livingstone04.jpg) could be combined to make a new graphic. The committee was very receptive to the combination of the two images.

New Courthouse6.jpg is a beautiful building. Old Courthouse05.jpg was well-liked. Plaza06.jpg Plaza08.jpg was well-liked and the committee asked if the old traffic camera could be “photo-shopped” out.

The Rail Walk was difficult to photograph this purpose. The boundary markers (1753) are very clear. Some people opposed the date on the markers. The Waterworks Visual Arts Center photo was very attractive, but it would not translate to the signage.

Norvell 01.jpg shows that we have a theater district. The Lion, the Witch and the Wardrobe can be put in the photo. Sean has a Meroney Theater photo, but doesn't feel it would work.

From a city streetscape point of view, Easy Street is very interesting.

Transportation Museum18.jpg and Transportation Museum14.jpg both are interesting for the Spencer North Carolina Transportation Museum. Buzz asked Sean if he could get a ¾ view of the side angle, a piston/wheel, etc.

Ultimately, the images need to be graphic in nature rather than photographic. Keep in mind that it is not a history tour. Eight to ten images are needed for this project. Clyde Overcash suggested using the historic Theo Buernbaum images which are sepia toned. Last month Buzz Bizzell had shown examples of graphic images that would work on the signage because they are very vertical.

Buzz suggested we need to add something patriotic, but not the National Cemetery. Lynn Raker suggested the iron gate at the historic cemetery—perhaps there is a flag in the scene there.

Buzz also thought a residence like the Hambley-Wallace house or a house on the walking tour would be a good addition.

The silhouette of Bob Paolino playing guitar is still for consideration for the Rail Walk. Mark Lewis does not want to lose the Rail Walk.

The trolley will be added to the images.

Sean will put new images up on a web site. Buzz will lay them out for review next time. The TDA will discuss licensing Sean's photos for the web site and brochures.

Our goal is to try to create an overall impression of this city the way it is now. We want people to stop.

BANNERS

Joe Morris addressed the issue of banners. Banners are not currently allowed in the city. He provided handouts of the Davidson Village Green Community Event Signage as an example.

Lynn Raker has been working with NCDOT on some possibilities. An acquisition of a small piece of land with some environmental issues near the Innes Street/I-85 Interchange, at Firestone, is one possibility for a location. Lynn suggested making it a gathering space.

- There would have to be clear procedures and guidelines. James said they would have to be visitor-based events. There are state criteria in place.
- Not talking about LED signs.
- Signage would have to be managed (maybe by Parks and Rec).
- This could be a trolley stop that includes a welcome sign, events signs, and landscaping.
- There would be maintenance costs.

Randy Hemann said Rock Hill has impressive gateways. Buzz said they spent \$5 million on that project. Randy would like to see something with height in a median. The committee will look into it.

OTHER BUSINESS

Boris Bunich complimented James Meacham for his work with tourism and noted that Salisbury and Rowan County are very lucky to have him providing his expertise, information and a framework for the TDAs.

Note: Meeting Schedule

The STCDC committees will meet the first Monday of the month. The Organizational Committee will meet at 11:30 a.m. and the Destination Development at 12 (noon)—both in the

second floor seminar room at **The Plaza**, 100 West Innes Street. The meeting was at City Hall today due to the need for wireless connection.

ADJOURNMENT

The meeting was adjourned.

The full commission will meet May 11, 2011, at 11 a.m. at Morgan Ridge in Gold Hill.

<http://morganridgevineyards.com/visit.asp>

The next meeting of the Destination Development Committee will be June 6 at noon at the Plaza.

Respectfully submitted,

Diana Moghrabi
STCDC Secretary