



SALISBURY TOURISM AUTHORITY
dba
SALISBURY TOURISM AND CULTURAL DEVELOPMENT COMMISSION
Minutes
September 14, 2011

The Salisbury Tourism and Cultural Development Commission met at the Gateway Building, 204 East Innes Street, second floor, at 11:30 a.m. with a joint marketing report (Rowan County TDA) and lunch at 12 p.m. Lunch was provided by STCDC.

STCDC: Mark Lewis (Chair), Boris Bunich, Randy Hemann, Krista Osterweil, Michelle Patterson, Barbara Perry, David Redden and Paul Woodson

Absent: Bill Burgin

Staff: Wade Furches, James Meacham, Diana Moghrabi, Joe Morris, Lesley Pulliam, and Gail Elder White

Rowan County TDA: Millie Cress, Steve Hall, Brian Miller, Andrew Waters, and Gretchen Witt

WELCOME AND OPENING REMARKS

Mark Lewis brought the meeting to order. The August 10, 2011, minutes were approved as submitted.

FINANCIALS

Wade Furches, Finance Manager for the City of Salisbury, presented the financial report which was accepted as presented and attached at the end of these minutes.

The Travel Lodge, presently owned by Metro City Bank, is slightly in arrears (current month plus two). They have lost their Travel Lodge franchise. County Attorney, Jay Dees, has been in contact with the bank.

The receipts are \$66,886 which is par or slightly ahead of the same period last year. Marketing expenditures to RCCVB are \$16,127 per month.

NEW BUSINESS

A meeting schedule was adopted and attached at the end of these minutes. The schedule will be submitted to the City Clerk for record.

OLD BUSINESS

The Destination Development Committee (See DD minutes of 9/12/11)

Barbara Perry will make a recommendation for a new member to assume Terri Stevenson's seat. Randy Hemann was officially appointed as a member of the committee.

There was a discussion regarding the role of the Destination Development Committee in the master plan. Information on existing tourism-related plans is being submitted to the master plan consultants. This committee should lobby for what is to be included in the master plan.

Wayfinding Signage. Joe Morris offered a report and distributed handouts of a "semi-final" wayfinding signage design. Buzz has some spelling errors to correct. There is a prototype plan, a "motor" plan and a "pedestrian plan." These will be submitted to NCDOT.

Friday, September 16, Wendy Brindle of Salisbury Traffic Division, Buzz and Joe will do a drive through the prototype area.

Trolleys. Joe asked Wade Furches to prepare the financial structure for the October meeting that would allow the TDA to move forward on the purchase of new trolleys. James Meacham reminded the commission of the insurance issue that originally placed the trolleys with the TDA.

Standing Committee meetings. The next meeting of the STCDC Organizational Committee and STCDC Destination Development Committee will be Monday, October 3, 2011, at the Gateway Building, 2nd Floor conference room. Org starts at 11:30 and DD starts at noon. Lunch is served during the Destination Development meeting.

With the help of Lesley Pulliam, we have booked the downstairs conference room at the Gateway Building for both November 7 and December 5, 11:30-1:30. The Organizational Committee meeting is at 11:30 followed by the Destination Development Committee lunch meeting at noon.

The Organizational Committee

"There is a MOTION from the Organizational Committee to allocate \$192,000 of the STCDC budget to the Joint Tourism Marketing Committee."

Because there was no quorum at the August 10 meeting, no action could be taken on the issue of the STCDC allocation to the Joint Marketing Committee until this meeting. The report was attached to the August 10 minutes and unanimously approved today as submitted. (8-0)

The Organizational Committee will review the board applications for the Rowan Arts Council and appoint 4 members. The application is available on the STCDC Web site. See RAC further in these minutes.

Report from Rowan County TDA

James reported that Kristen Trexler resigned to work for Summit Developers. Her workload has been redistributed—adding another day to Melissa’s workweek and Sara Gettys is employed in a contract position to work on electronics such as facebook, newsletters, email distribution, etc. James will handle the kiosks.

The meeting recessed for lunch.

CALL TO ORDER of the RCTDA Board by Board Chair Michelle Patterson. RCTDA approved the meeting agenda. Both meetings ran simultaneously.

Joint Marketing Committee

The **Salisbury/Rowan destination full-page ad is in *Our State Magazine*** on page 41. This was part of the Water Works Visual Arts Center grant and a cooperative effort. The October Tour advertisement for Historic Salisbury Foundation (HSF) is on page 187. <http://www.ourstate.com/magazine> There will also be ads in October and November editions.

Joint Marketing Grants—approved a grant to Salisbury Rowan Symphony in the amount of \$1,500 for their seasonal radio campaign September 21, 2011 through May 18, 2012. This will support out-of-town radio marketing on WDAV 89.9 FM (Charlotte/Metro) and WFAE 90.7 FM (Winston Salem) and \$5,775 to the Rowan Blues and Jazz Society, Inc. for the annual Rowan Blues and Jazz Festival October 15, 2011. One thousand dollars for TAPSCAN Radio Marketing and \$4,775 for television to cover 368 television commercials with a broader reach (\$3,978 for a 6-week program from September 5 through October 15 and \$795 to produce the television commercial.)

The Symphony and The Historic Salisbury Foundation (October Tour) is working on a joint package for a visitor experience.

The Committee is working up a plan for promoting hotels using grant or marketing funds. Grants should benefit the destination as a whole and not a specific property. Any opportunity granted to one hotel should be offered to all of them—like was done for all wineries, etc. Discussion followed. Boris believes that Smart Phone electronics are better than billboards.

The new autumn posters for the kiosks and event flyers are now available.

The economic condition had an impact on the trolleys when out of town tours canceled for financial reasons.

- **Fishers of Men** at Tamarac Marina September 24, 2011
- **Biker Blues and BBQ Rally** at Tilley's Harley-Davidson September 23 and 24, 2011
- **Thomas the Tank** September 23-25 and September 30-October 2
- Salisbury has been awarded the **2013 Main Street Managers Conference** scheduled for the last week of January 2013. (It is a Wednesday, Thursday, Friday conference.)

See Joint Marketing minutes of September 1, 2011.

Tourism Industry Master Plan

The Master Plan Steering Committee wrapped up selection of TMO/Smith/ASU as the consultants for the Salisbury/Rowan Master Plan. Vince Chelena (TMO), Dr. Dana Clark (ASU), and Dr. Mike Dodson (ASU) were doing research in Salisbury, so James took the opportunity to introduce them to the Joint Marketing and Grants Committee.

Joe Morris had a conversation with Michael Weaver who is a member of the consultant team and very interested in the City's Fibrant and its broadband capabilities in regard to tourism.

There will be about \$42,000 remaining at the end of the master plan planning process that may possibly be used toward a project for the destination. (Technology is a consideration.)

See STCDC Master Plan Steering Committee minutes of August 18, 2011, for more details.

RAC

James reported that the consolidation of the Rowan Arts Council and the Rowan County Visitors and Convention Bureau has taken place. They have signed a memorandum of understanding and amended their bylaws. The Grassroots Grants funds were allocated and the guidelines were studied. Some previous practices have been corrected.

There will be a 13-member board and applications are available. The new RAC Board will consist of four members appointed by the Salisbury TDA, five members from the arts community and four members to be appointed by the Rowan County TDA. The city will follow the current boards and commissions application process available at www.salisburync.gov or <http://www.salisburync.gov/Im&d/Salisbury%20Tourism/STDC.htm> and the Organizational Committee will review the applications.

ADJOURNMENT

Boris will give an in-depth tourism presentation at the October 2011 meeting on a conference that was attended. The October meeting will be at the Gateway Building at **8:30 a.m.** Breakfast will be available.

The STCDC meeting adjourned at 1:05 p.m.

Respectfully submitted,

Diana Moghrabi

2011-2012 REGULAR MEETING SCHEDULE

Salisbury Tourism Authority
dba
Salisbury Tourism and Cultural Development Commission (STCDC)
and
The Rowan County Tourism Development Authority

At the September 14, 2011, meeting, the Salisbury Tourism Authority agreed that STCDC meetings will be as listed below. Meetings are held at The Visitors' Center, 204 East Innes Street, Suite 120, Salisbury, NC 28144.

October 12, 2011–8:30 a.m.

November 9, 2011–8:30 a.m.

December 14, 2011–11:30 a.m.

January 11, 2012–11:30 a.m.

No July meeting

February 8, 2012–11:30 a.m.

August 8, 2012–11:30 a.m.

March 14, 2012–11:30 a.m.

September 12, 2012–11:30 a.m.

April 11, 2012–11:30 a.m.

October 10, 2012–11:30 a.m.

May 9, 2012–11:30 a.m.

November 14, 2012–11:30 a.m.

June 13, 2012–11:30 a.m.

December 12, 2012–11:30 a.m.

Meetings are subject to change based on need.

Contacts:

Joe Morris at 704-638-5324

jmorr@salisburync.gov

Diana Moghrabi at 704-638-5240

dmogh@salisburync.gov

Salisbury Tourism and Cultural Development Commission

Balance Sheet

September 13, 2011

ASSETS

Cash and investments \$ 231,974

LIABILITIES AND FUND EQUITY

LIABILITIES

Accounts payable \$ -

FUND EQUITY

Fund balance:

Reserved for Capital \$ 165,088

Unreserved 66,886

Total fund equity \$ 231,974

Total Liabilities and Fund Equity \$ 231,974

Salisbury Tourism and Cultural Development Commission

Statement of Revenues and Expenditures and Change in Fund Balance

For the Year to Date Period Ending September 13, 2011

	<u>Actual</u>	<u>Budget</u>	<u>Variance with Budget Positive (Negative)</u>
REVENUES:			
Occupancy Tax Receipts	\$ 66,143	\$ 298,000	\$ (231,857)
Interest Income	<u>-</u>	<u>2,000</u>	<u>\$ (2,000)</u>
Total revenues	\$ 66,143	\$ 300,000	\$ (233,857)
 EXPENDITURES:			
Marketing	\$ 48,032	\$ 194,000	\$ 145,968
Capital	-	97,000	97,000
Administrative Fee	<u>1,984</u>	<u>9,000</u>	<u>7,016</u>
Total expenditures	\$ 50,016	\$ 300,000	\$ 249,984
 NET INCREASE (DECREASE) IN FUND BALANCE	<u>\$ 16,127</u>	<u>\$ -</u>	<u>\$ 16,127</u>

Salisbury Tourism and Cultural Development Commission
Collection Summary Report for FY2012 as of September 13, 2011

Total Receipts Previously Reported	\$ 28,749.63
Total Receipts August 5 – September 13	<u>37,393.34</u>
 Total Gross Receipts Received	 <u>\$ 66,142.97</u>

Outstanding Occupancy Reports:

TraveLodge