



ROWAN COUNTY CONVENTION & VISITORS BUREAU
204 E Innes Street, Ste. 120, Salisbury, NC 28144
800-332-2343 • 704-638-3100 • FAX 704-642-2011
www.visitsalisburync.com

COMMITTEE REPORT

Name: RCTDA & STCDC Joint Marketing Committee Chair: Kelly Alexander

Date of Meeting: Thursday, December 2, 2010 Next Meeting: TBA

Attending: Kelly Alexander, Gretchen Witt, Dave Redden, Michelle Patterson, Glenda Dyson, Betz McKeown, Christine Wilson, Katie Schelling; James Meacham & Kristen Trexler, Diana Moghrabi

Not Attending: Joe Morris, Mark Lewis, Andrew Waters, Kristen Osterweil, Gail Elder-White

Kelly Alexander called the meeting to order at 10:10 am.
Minutes from the November 4, 2010 meeting were approved with changes to correct Andrew Waters name in the attendance listing.

Goal Session Recap:

Meacham recapped the highlights of the goal setting session from the November meeting reviewing the individual goals and presenting a condensed report of the goals developed by the committee. There were four primary goals and objectives:

- Implement Innovative Marketing Strategies and Programs that increase visitorship to the destination and reinforce the destination’s tourism Brand Recognition.
- Focus on increasing Group Sales by recruiting events, activities and groups that produce overnight stays in the destination.
- Provide destination visitors access to informative and Simplified Visitor Services which support Tourism Brand Consistency.
- Increase the impact of tourism by offering Partner Support and Development through tourism focused educational programming and enhance tourism Activity and Event Development in the destination.

Meacham then reviewed the key components of each strategy and the associated tactics and noted that all of the information from the planning session will be included in the tourism master planning process.

Christine Wilson asked about prioritizing the goals and objectives. Meacham said that this would be the next step in the process prior to taking the information forward. Gretchen Witt asked who the community partners were and if the committee could work to clearly establish a list of tourism community partners.

Motion: Betz McKeown made the motion to adopt the outlined goals and objectives with the need to prioritize in the future and to create a list of the community partners to be added to the information.

Second: Christine Wilson

Motion: Approved

Program Update:

Meacham presented a fiscal year to date report of visitor and inquiry statistics. (See attachment A).

RCTDA & STCDC Joint Marketing Committee Minute

December 2, 2010

Page 2

Meacham reported that three of the sweepstake giveaway winners have been selected at this point. The first winner was Cindy Martens from Kannapolis and the second winner was Sheila Johns from Virginia. Cindy Martens and her family posted some great photos of her family's visit to Salisbury on Black Friday. Her family stayed at the Holiday Inn and had a great time shopping in downtown. Kristen Trexler reported that the third winner was notified yesterday and he is from Advance, NC.

Meacham presented the Holiday Campaign report from Aristotle with the latest statistics on the holiday campaign and sweepstakes. The report shows that as of November 29th, there have been 8,629 entries (4,037 from the form on VisitNC.com, 2,768 from the Facebook app, and 1,824 from the form on www.visitsalisburync.com/christmas-contest). Of the number of entries, 2,421 people have shared the contest with their friends on Facebook, adding to the viral spread of the campaign. As of November 30th, 4,538 people have signed up for the Rowan County e-newsletter because of the holiday campaign (679 from the form on VisitNC.com, 2,035 from the Facebook app, and 1,824 from the form on www.visitsalisburync.com/christmas-contest).

Before the 2010 Salisbury/Rowan County holiday campaign launched, the Salisbury/Rowan County Facebook page had about 300 people who liked it. As of December 1st, the Facebook page has 2,987 people who like it, a 996% increase.

Pay-Per-Click for the holiday campaign has also netted positive results. For the period of November 2nd through November 29th, PPC has achieved 2,995 clicks and 916 contest signups. This equals out to a cost of .79 per click and \$2.57 per signup. The total amount spent thus far on PPC is \$2,352.18.

The goggle analytics results for the landing page reveals 3,778 visits and 1,333 contest sign-ups as of November 28th.

Meacham reported that the Kiosk Program was delayed due to some production delays on Miller Davis's part; however six of the eight Kiosks have been placed and are being utilized. The Lazy 5 Ranch kiosk had to be brought in due to weather issues. This kiosk will be placed at another site and there is one additional kiosk waiting to be placed. Trexler is servicing each kiosk weekly by monitoring brochures and restocking as needed. Meacham said when spring comes the subcommittee will get together again to work on the next phase of the kiosk program. In the meantime, Miller Davis will be looking at some options for covers and brochure holders that will work better in windy conditions for sites such as Lazy 5 Ranch.

The group sponsorship and incentive program has several events currently in the works. Meacham reported that he and Kristen Trexler are working with the NC State Harley Owner group to secure a September 2011 event. In addition, Meacham and Trexler are working on a group gymnastic event that is proposed to be held at Catawba College with 4 Rowan County hotels and 4 Cabarrus County hotels hosting participants. There are some additional gymnastic events in 2012 and 2013 that could be hosted in Rowan County. Meacham is still working on the final details of the Fishers of Men tournaments for 2011 or 2012.

NC Transportation Museum Billboard Proposal: Meacham presented a proposal submitted by Mark Brown at NCTM to continue a co-operative billboard with RCTDA. In the past, RCTDA has split the cost of a billboard with the museum and that billboard contract expires December 31, 2010. The museum has received a proposal from Adams Outdoors for two boards at a cost of \$300 more per month than the current billboard. The new boards are at better locations and the museum has the opportunity to get two boards for just \$300 more a month. Meacham recommended continuing the co-op billboard program with NCTM.

RCTDA & STCDC Joint Marketing Committee Minute

December 2, 2010

Page 3

Motion: Dave Redden made the motion to approve the proposal as recommended.

Second: Christine Wilson

Motion: Approved

(Kelly Alexander abstained)

Meacham reported RCTDA has an opportunity for yet another billboard at a very affordable cost. RCTDA and Downtown Salisbury Inc. (DSI) have split the cost of a billboard for the past year. That contract has expired and the board was rented by RCTDA on a monthly basis for the holiday campaign. RCTDA currently has the opportunity to renew the billboard contract through DSI at the very affordable rate of \$650 per month. The board could be used for a general marketing message and then changed out for special events as needed. The board is located on I-85 at the I-85 and Hwy 52 South split about 10 minutes north of Salisbury. Meacham recommends the continuation of this billboard as this along with the two NCTM billboards would offer a substantial presence for the destination on I-85.

Motion: Kelly Alexander made the motion that RCTDA enter into a contract with DSI for continuation of the billboard at \$650 per month.

Second: Christine Wilson

Motion: Approved

Meacham applauded the grants committee for their work on updating the grant guidelines, application and reporting sheet. The proposed guidelines, application and reporting document were reviewed and presented to the committee for approval. After discussion, a recommendation was made to add a short description of the grant cycle schedule to the grant guidelines.

Motion: Betz McKeown made the motion to adopt the proposed guidelines, application and reporting sheet with the addition of an explanation of the quarterly grant cycle in #7 in the guidelines.

Second: Gretchen Witt

Motion: Approved

Meacham presented two grant applications from the Salisbury Symphony Orchestra. The first application is for Non-Rowan County advertising for the Nutcracker performance and is for the current grant cycle in the amount of \$1500 to be matched by \$1000 from the Salisbury Symphony Orchestra.

Motion: Dave Redden made the motion for approval of the grant application in the amount of \$1500 for Non-Rowan County advertising for the Nutcracker.

Second: Christine Wilson

Motion: Approved.

The second grant application from the Salisbury Symphony is for general marketing for a seasonal radio campaign in the amount of \$1000 matched at \$1000 by Salisbury Symphony Orchestra and would be applied to the 3rd quarter grant cycle for this fiscal year.

Motion: Dave Redden made the motion for approval of the grant application for the seasonal radio campaign for the Symphony season in the amount of \$1000.

Second: Betz McKeown

Motion: Approved

Motion: Dave Redden made the motion to adjourn

Second: Betz McKeown

Motion: Approved

Next Meeting:

The Joint Marketing Committee will meet on the 6th of January 2011 at 10 am in 1st floor conference room of the Gateway Bldg.