



SALISBURY TOURISM AUTHORITY
dba
SALISBURY TOURISM AND CULTURAL DEVELOPMENT COMMISSION

Minutes
January 9, 2013

The Salisbury Tourism and Cultural Development Commission (STCDC) assembled at the Gateway Building, 204 East Innes Street, second floor, at 11:30 a.m. for their regular meeting followed by a joint meeting with the Rowan County TDA at noon.

STCDC: Kelly Alexander, Bill Burgin, Randy Hemann, Mark Lewis, Brian Miller, and Barbara Perry

Absent: Boris Bunich, Krista Osterweil, David Redden

Staff representatives: James Meacham, Diana Moghrabi, Joe Morris, Melissa Murguz, Lesley Pulliam, John Sofley, and Gail Elder White

Rowan TDA: Andrew Waters, Amie Baudoin, Jeanie Moore, Dan Peters, Gretchen Witt

Barbara Perry, Vice Chair, brought the STCDC meeting to order. Minutes of the STCDC December 12, 2012, meeting were approved as submitted.

FINANCIALS

John Sofley provided the financial report (attached) which was received as information. October receipts were down; November was the first uptick in a while.

John provided a running total of capital expenditures. (Attached) The first trolley payment is coming up in February. The full budgeted amount for wayfinding signage will probably not be spent. He said there will be a couple of budget amendments required soon. Mark Lewis suggested that any changes to the budget should originate in the Destination Development Committee.

DESTINATION DEVELOPMENT COMMITTEE

Wayfinding

NCDOT requires that the first signs direct the visitor to the visitor center. Once that determination has been made we will be able to proceed.

Trolleys

Both new trolleys have arrived but are not currently or officially in service.

James is working on a system sponsorship (\$50,000) to name the trolley system. He would then look for sponsors for the individual trolleys (\$25,000 each). Ten years is the life of the master plan and the life of the trolleys, so a 10-year sponsorship would be good. Any excess or net profits such as sponsorship or sale of the older trolleys will be used to accelerate the debt reduction on the trolleys.

Joe recommended opening up the sponsorship opportunity to the community. James will post on the Web site.

Jeremiah

This sculpture has been purchased in honor of a local community leader. Lynn Raker will take this before the Historic Preservation Commission in February for their approval and seek all other permissions required.

Downtown Holiday Decorations

Barbara Perry reported that the median in front of St. John's Church was completed about a week and one half before Christmas. It looks like the project may come in near budget. MOSCA is storing the decorations through the first of November 2013. Randy Goodman is storing the star and median lights.

The city is asking for payment for the electricity to operate the decorations. Steps are being taken to determine the usage.

Solutions will need to be found for the storage of decorations in the future, as well as future installation, cost of electricity, and maintenance. The star needs some maintenance before it is installed again. Due to cutbacks, the 300 block of South Main Street did not get decorated this year; those merchants want to be decorated next year. The square needs more lights and decorations. Randy suggested refurbishing some old angels.

Invoices are coming in and payments are being submitted. Anna Bumgarner is addressing any discrepancies.

Joe Morris reminded the group that a Salisbury TDA presentation (update) will be made to City Council Tuesday, January 16.

LUNCH

The STCDC paused for lunch, and then resumed the meeting with the Rowan County TDA. Kelly Alexander called the Rowan County TDA meeting to order. Commissioner Jon Barber was appointed by the Rowan County Commissioners to serve on the RCTDA.

ROWAN ARTS COUNCIL

There RAC has three funding sources: the City, the County, and the State. There has been a policy shift in the division of 25 percent of the funds from the City and the County as a way to make a bigger impact in the community. (75 percent of the funds are divided equally between Piedmont Players Theatre, Inc., Water Works Art Gallery, and the Salisbury Symphony) The RAC has developed an Arts and Cultural Development Grant with deadlines for applications twice a year—November 1 and April 1.

JOINT MARKETING REPORT

Andrew Waters reported that the Scrooge Trolley Tour was a success. Regional radio advertising, posters, the holiday shopping guide cover for *The Salisbury Post*, and the Web site were used for publicity. David Whisenent did a television piece on The Scrooge Tour. About 100-150 people were turned away the last week of the tour, because it was sold out. Andrew recognized Melissa Murguz for her hard work and success with the tour.

We fully expect to have hired someone for the marketing position by the next meeting.

TROLLEYS

In the best year, the trolleys have been a \$40,000 a year revenue enterprise. The trolley tours were successful during the Christmas holiday. The Scrooge tour script was very good.

Joe Morris suggested adding more of our Rowan story to the tours year round. Civil War stories would be a nice addition. The new trolleys will enable us to bring those stories to our visitors and provide jobs for local performance artists.

Watch your e-mail for an announcement about the unveiling of the trolleys, soon.

2013 NC MAIN STREET CONFERENCE

James provided an update on the planning for the January 30, 31 and February 1, 2013 NC Main Street Conference coming to Salisbury. Comfort Suites hotel is already sold out.

MASTER PLAN IMPLEMENTATION COMMITTEE

- The NEA Grant is near completion and will be submitted January 14, 2013.
- The Rowan County Chamber of Commerce has renegotiated service contracts for the Gateway Building which lowered the occupancy expenses for everyone involved. They are exploring ownership, locations of offices and potential costs of a new plan for the facility. The new plan will feel more collaborative.
- There will be a closed joint session February 13. Brian Miller would like to be sure to submit a press release that celebrates any good news.

ADJOURNMENT

The STCDC meeting adjourned at 12:50 p.m.

Salisbury Tourism and Cultural Development Commission

Balance Sheet

December 31, 2012

ASSETS

Cash and investments	\$ 270,607
Accrued interest	<u>3,549</u>
Total assets	<u>\$ 274,156</u>

LIABILITIES AND FUND EQUITY

LIABILITIES

Accounts payable	\$ <u>-</u>
------------------	-------------

FUND EQUITY

Fund balance:	
Reserved for Capital	\$ 282,642
Unreserved	<u>(8,486)</u>
Total fund equity	<u>\$ 274,156</u>

Total Liabilities and Fund Equity	<u>\$ 274,156</u>
-----------------------------------	-------------------

Salisbury Tourism and Cultural Development Commission

Statement of Revenues and Expenditures and Change in Fund Balance

For the Year to Date Period Ending December 31, 2012

	<u>Actual</u>	<u>Budget</u>	<u>Variance with Budget Positive (Negative)</u>
REVENUES:			
Occupancy Tax Receipts	\$ 153,630	\$ 310,000	\$ (156,370)
Interest Income	658	2,000	(1,342)
Total revenues	<u>\$ 154,288</u>	<u>\$ 312,000</u>	<u>\$ (157,712)</u>
EXPENDITURES:			
Marketing	\$ 146,084	\$ 194,400	\$ 48,316
Operating Expenses	3,778	5,000	1,222
Capital			
Trolley		58,976	58,976
Other		44,324	44,324
Administrative Fee	<u>4,609</u>	<u>9,300</u>	<u>4,691</u>
Total expenditures	<u>\$ 154,471</u>	<u>\$ 312,000</u>	<u>\$ 157,529</u>
NET INCREASE (DECREASE) IN FUND BALANCE	\$ (183)	<u>\$ -</u>	<u>\$ (183)</u>
FUND BALANCE, JULY 1, 2012	<u>\$ 274,339</u>		
FUND BALANCE, DECEMBER 30, 2012	<u>\$ 274,156</u>		

J. Sofley

Capital Expenditure Projections

Fiscal Year	Total Annual Budgeted Receipts	Wayfinding Signage System	Trolley System	Holiday Decorations	Public Art	Public Restrooms	Balance
FY 2011-12							\$ 232,967
FY 2012-13	\$ 103,300	\$ 150,000 (*)	\$ 58,000 *	\$ 67,420 *	\$ 5,000 *	\$ 25,000 (**)	30,847
FY 2013-14	110,000	10,000	58,000 *		10,000	25,000	37,847
FY 2014-15	120,000	10,000	58,000 *		10,000	25,000	54,847
FY 2015-16	130,000	10,000	58,000 *		10,000	25,000	81,847
FY 2016-17	133,250	10,000	58,000 *		10,000	25,000	112,097

Totals \$ 596,550 \$ 190,000 \$ 290,000 \$ 67,420 \$ 45,000 \$ 125,000

* Committed

(*) Based on DOT review total # of signs estimated at 35 to 40, half of initial design, estimated cost \$75,000 to \$80,000

(**) \$17,000 committed to NEA Our Town Grant, pending award of NEA Grant