



**SALISBURY TOURISM AUTHORITY**  
**dba**  
**SALISBURY TOURISM AND CULTURAL DEVELOPMENT COMMISSION**

Minutes  
October 10, 2012

The Salisbury Tourism and Cultural Development Commission met at the Gateway Building, 204 East Innes Street, second floor, at 11:30 a.m. for their regular meeting and joint meeting of the Rowan County TDA and STCDC.

**STCDC:** Kelly Alexander, Boris Bunich, Bill Burgin, Mark Lewis, Brian Miller, Krista Osterweil, Barbara Perry, and David Redden

**Absent:** Randy Hemann

**Staff representatives:** Betz McKeown (RCCVB), James Meacham (RCCVB), Diana Moghrabi (Secretary), Melissa Murguz, Lesley Pulliam (RCCVB), John Sofley (Treasurer), and Gail Elder White (Salisbury Parks and Recreation)

**Guest:** Director of Corporate Sales and Corporate Trainer, Shannon Stewart-Hill, and Nicole McPherson of Marriott Courtyard, Salisbury, NC.

**Rowan County TDA:** Amie Baudoin, Raymond Coltrain, Jeanie Moore, Wes Thompson, Andrew Waters, Gretchen Will

**WELCOME AND OPENING REMARKS**

Bill Burgin, Chair, brought the STCDC meeting to order. Welcome Kelly Alexander, newest Salisbury TDA representative. Minutes of the September 12, 2012, STCDC meeting were approved as submitted.

**FINANCIALS**

John Sofley provided the September 2012 financial reports. The reports are attached. The Quality Inn has paid all past due hospitality taxes but not the past due fees. Everyone is paid up-to-date.

## **DESTINATION DEVELOPMENT COMMITTEE**

September 10, 2012, the Destination Development Committee met. Minutes of that meeting were made available. All members of the committee were in attendance.

### Downtown Holiday Decorations

The new decorations of 69 wreaths, bows, and the Innes Street Bridge lights—expanding the lighted medians to the median in front of St. John’s Lutheran Church—are scheduled for installation. The banners for Innes Street Bridge are not completed and there is still a question regarding who will pay for them. NCDOT has to approve some of the decorations. The star installation will be evaluated soon.

The issue of the bid settled down and a press release was not sent out. The press release will be a positive one when the decorations are here.

### Trolleys

James Meacham said he was close to securing a trolley system sponsorship. Hopefully, that will be \$5,000 a year for ten years. The money will either go toward retiring the debt or trolley operations. There will be sponsorship revenues, ridership revenues and decreased operation expenses.

**The STCDC paused for lunch at 11:42 and resumed meeting at noon.**

## **JOINT MARKETING REPORT**

Andrew said he would like to highlight the online marketing program. He said he is proud of the programs we are creating online.

The proposal for next year’s downtown events will be somewhat status quo.

### Marketing Grants

The Joint Marketing Committee met September 13 and October 4.

The Joint Marketing Committee made a recommendation to change to the marketing grant program to a far-reaching advertising campaign through the state visitors marketing co-op. There will be an effort to partner the program with local destinations, non-profits and businesses at a cost to tourism of \$50-60,000 a year. Hopefully, this will generate more overnight stays. There was detailed discussion.

This takes a lot of responsibility off the partners to develop a program that meets TDA standards and provides new opportunities, new vehicles, and they will have an opportunity to get more leads and more prospects. It gives tourism an opportunity to sell the destination to a new audience.

The motion coming forward from the Joint Marketing Committee is this: “To allocate tourism marketing grant funds to the North Carolina cooperative marketing campaign. Change the existing tourism grant program [from a matching grant program] to a Tourism Development Authority funded partnership program in the North Carolina Division of Tourism State Cooperative Campaign. Develop and create guidelines for future grants focused on the development of new programs in lieu of marketing grants.” All members voted AYE.

Anyone who had already been approved for a grant had no impact. Anyone in the middle of a grant there is no impact. Anyone finished up their grant and not submitted all their paperwork for reimbursement there is no impact. Only applications not yet submitted or approved are impacted.

A representative from the state marketing program will come to speak to the TDAs and partners about the marketing program.

Joe said it was called out in the Cultural Action Plan to build capacity for marketing within the individual organizations. Mark Lewis agreed that it was necessary. This works toward that goal.

Kelly Alexander said the North Carolina Transportation Museum had an increase in ticket sales during the time they were in the state marketing program a few years ago. Since that time they have not been in the marketing plan, there has been a decrease in ticket sales. They have received grants, too. “This marketing program will definitely open doors for smaller organizations.”

The state serves as an intermediary for the ad agency. The staff is experienced and information moves quickly in the digital world today. The “in flight” magazine did not work well for this destination last time. The “Thomas” sweepstakes was very successful. Choices will be adapted to the destination.

#### Online Marketing

A one-year contract has been entered with Front Row Communications. The cost is \$700 a month for 365 days of complete management for three different platforms (Pinterest, facebook, and twitter), and marketing/cross promotion on 15 sites.

#### Dickens Christmas

Holiday Trolley Tours are coming. Staff is talking to Lee Street Theatre and the Historic Salisbury Foundation about launching a “Dickens” style holiday trolley tour which is called out in the master plan.

#### China Grove

The town of China Grove will receive a sponsorship from the Joint Marketing Committee in the amount of \$3,000 for their Christmas decorations. This is being labeled as an “Our Towns” grant.

#### Salisbury Holiday Banners

This will be placed on the Joint Marketing Committee agenda for November 1, 2012.

Our State Magazine

Staff will meet with a representative regarding the marketing this year in a program provided by the magazine.

Downtown Salisbury

Downtown Salisbury, Inc. appointed a Promotions Committee. Theoretically, this committee is a subcommittee of the Joint Tourism Marketing Committee. The Downtown Promotions Committee is charged with developing the marketing program/campaign for downtown Salisbury. The promotions committee agreed on a status quo compromise. "Keep the Night Out for 2013, add back the St. Patrick's Day event in March, but keep them closer to the Arts Night Out model that was bigger." The Joint Marketing Committee agreed to a year-long marketing program for downtown.

The Promotions Committee will meet October 22 to come up with a defined proposal to bring to the Joint Marketing Committee the first of November, 2012.

**ROWAN ARTS COUNCIL**

- Art on Easy Street has not been discussed this year.
- Elected officers.
- Adopted their budget.
- They put a temporary hold on a funding model they have been using.

A summary handout was provided and attached.

**MASTER PLAN IMPLEMENTATION COMMITTEE**

The committee was able to check off items that are called out in the master plan.

- ✓ New holiday decorations
- ✓ Dickens Christmas Tours

There is a movement to relocate the Farmer's Market to the Lee Street/Depot area. There is a corporate sponsor with significant funds to help with the planning. (Page 47 of the plan was referenced.) A small area plan will be developed; the tourism boards will be asked to participate in the process. Salisbury TDA has made a financial commitment. The Farmers' Market Group brought money to downtown when they came from W. Innes Street. They have agreed to put some of that money (\$8,000) towards the planning process. It may be that a grant is applied for where that money could go toward drawings.

This comes as a motion and a second from the Master Plan Implementation Committee.

Motion to recommend to the TDA Boards to participate in a small area plan for the Farmer's Market/ Arts & Culture facility to be consistent with the Master Plan (page 47) relating to the "Centerpiece."

Krista Osterweil called for the VOTE from the Rowan TDA—All members voted AYE.

Bill Burgin called for the VOTE from the Salisbury TDA—All members voted AYE.

Information on a 501(C)(6) was given to the committee. Two key items that this committee needs to address and iron out with the legal team are the formation process and the structure of the organization. Legal counsel will submit the required forms to the IRS. If approved as a 501(C)(6) the organization will begin consolidation of the organizational functions and staff.

Joe Morris said he hopes that, as the discussions move forward, there is a conversation about the impact on employees. We want to keep the employees and their benefits whole.

The process to move the tourism offices to the Plaza is on hold. The Rowan County Chamber of Commerce has asked Downtown Salisbury, Inc., Salisbury Tourism and Cultural Development and the Rowan County Tourism Development Authority, and the Economic Development Commission to meet to discuss the future of their relationship. The Rowan County Chamber of Commerce executive director is leaving at the end of October.

A group of representatives proposes a facilitated retreat, or visioning session, at the end of October that includes top 10 employers.

The original intent of the Gateway Building was to bring all the development organizations in to facilitate quality partnerships with shared resources and shared community vision. Perhaps there is a way to get the building into a non-taxable status.

The City and County managers have been kept up-to-date and are on board with the proposed pause.

The Master Plan Implementation Committee brings a MOTION to recommend to the two TDA Boards to continue with the process of establishing a 501(c)(6) Convention and Visitors Bureau and temporarily suspend the relocation of tourism offices to the Plaza contingent upon progress in the partnership discussion by the end of the year.

Bill Burgin called for a VOTE—The Salisbury TDA members voted AYE.

Krista Osterweil called for a VOTE—The Rowan County TDA members voted AYE.

The TDAs voted last month to move. Therefore, it is important to take a vote to rescind it or pause it.

## **OTHER**

Raymond Coltrain, County Commissioner, said the ownership of the fairgrounds has been transferred and it is the new owner's intent to develop it into an asset for the community. This is an opportunity for the overall tourism effort.

Get out and vote local!

He thanked the TDAs for their efforts.

## **ADJOURNMENT**

The STCDC meeting adjourned at 1:25 p.m.

### Regular schedule:

- The Joint Marketing Committee will meeting November 1 at 10 a.m. at the Gateway Building.
- The Master Plan Implementation Committee will meet November 7 at noon at the Gateway Building. Salisbury will provide the lunch.
- The next full STCDC meeting is Wednesday, November 14, 2012, at 11:30 a.m. at the Gateway Building, 204 East Innes Street, on the second floor. Rowan TDA will provide lunch.

Respectfully submitted,

Diana Moghrabi

**Salisbury Tourism and Cultural Development Commission**

**Balance Sheet**

**September 30, 2012**

ASSETS

Cash and investments	\$	261,007
Accrued interest		<u>717</u>
Total assets	\$	<u><u>261,724</u></u>

LIABILITIES AND FUND EQUITY

LIABILITIES

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

Fund balance:		
Reserved for Capital	\$	258,529
Unreserved		<u>3,195</u>
Total fund equity	\$	<u><u>261,724</u></u>

Total Liabilities and Fund Equity	\$	<u><u>261,724</u></u>
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**Salisbury Tourism and Cultural Development Commission**

**Statement of Revenues and Expenditures and Change in Fund Balance**

**For the Year to Date Period Ending September 30, 2012**

	<u>Actual</u>	<u>Budget</u>	<u>Variance with Budget Positive (Negative)</u>
REVENUES:			
Occupancy Tax Receipts	\$ 79,054	\$ 310,000	\$ (230,946)
Interest Income	-	2,000	(2,000)
Total revenues	<u>\$ 79,054</u>	<u>\$ 312,000</u>	<u>\$ (232,946)</u>
EXPENDITURES:			
Marketing	\$ 87,534	\$ 194,400	\$ 106,866
Operating Expenses	1,759	5,000	3,241
Capital			
Trolley		58,976	58,976
Other		44,324	44,324
Administrative Fee	<u>2,372</u>	<u>9,300</u>	<u>6,928</u>
Total expenditures	<u>\$ 91,665</u>	<u>\$ 312,000</u>	<u>\$ 220,335</u>
NET INCREASE (DECREASE) IN FUND BALANCE	\$ (12,611)	<u>\$ -</u>	<u>\$ (12,611)</u>
FUND BALANCE, JULY 1, 2011	<u>\$ 274,335</u>		
FUND BALANCE, SEPTEMBER 30, 2012	<u>\$ 261,724</u>		

**Rowan Arts Council Update**  
**October 10, 2012**

**Officers**

At its last regular meeting on October 4, the Rowan Arts Council Board of Directors approved its slate of officers:

Chair – Suzanne White  
Vice Chair – Jenn Selby  
Treasurer – Justin Dionne  
Secretary – Shirl Hull

**RCCC Autumn Student Exhibit**

The Board approved funding support of \$1,400 for the RCCC Autumn Student Exhibit, to be held Friday, November 2, 6-8 pm at Railwalk Studios & Gallery. For six years RAC has sponsored this event, showcasing art by local students and promoting art in education.

**Restructuring of Affiliate Program**

In years past, City and County arts funding has been disbursed through the Rowan Arts Council to its affiliates in the following manner: ¼ to Piedmont Players Theatre, ¼ to Salisbury Symphony Society, ¼ to Waterworks Visual Arts Center, ¼ evenly distributed to the other nine “smaller” affiliates. There have been no apparent qualifications for choosing the small affiliates, and no criteria by which the funds are distributed, other than evenly, amongst them. The Board noted there are additional arts organizations in the area that may be eligible for funding that are being overlooked.

The RAC Board has decided to suspend the current funding structure for small affiliates as it determines how best to distribute these funds. The Board agreed to disburse \$400 to each of the current nine affiliates so as not to abruptly terminate their expected funding. An ad-hoc Arts Program Funding Committee will address formalizing the program and creating a set of criteria for funding local arts organizations from the City/County appropriations.