



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

Minutes
September 12, 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: Boris Bunich, Randy Hemann, Mark Lewis, Brian Miller, Krista Osterweil, Barbara Perry, and David Redden

Absent: Bill Burgin, one vacant position formerly held by Michelle Patterson. Kelly Alexander has agreed to fill that position; City Council has the appointment on the 9/18/2012 agenda.

Staff representatives: Betz McKeown (RCCVB), James Meacham (RCCVB), Diana Moghrabi (Secretary), Lesley Pulliam (RCCVB), John Sofley (Treasurer)

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

WELCOME AND OPENING REMARKS

Barbara Perry, Vice Chair, brought the STCDC meeting to order. Minutes of the August 8, 2012, STCDC meeting were approved as submitted.

FINANCIALS

John Sofley provided the August 2012 financial reports. The reports are attached.

“We are where we are expected to be.” One hotel is past due and paid through April 2012.

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.

PAC

The Public Art Subcommittee again recommended the TDA use their (PAC) guidelines for the acquisition of art for the destination. There was a recommendation to restructure the PAC to include three members of the STCDC. There would be one representative of DSI (Randy Hemann) since they have restructured. That recommendation would need to go before City Council.

The PAC serves at the pleasure of the mayor. City Staff will seek a long-term structure for the PAC.

Downtown Holiday Decorations

Barbara Perry, Lynn Raker, Anna Bumgarner, and Barb Sorel went to Hickory to visit the sales representative at the Mosca Designs plant which has been in business since 1928. This is where the new Christmas decorations are coming from; they make the designs in Hickory, NC. The committee chose the elements for the decorations at the plant and checked the measurements. Only the LED lights are imported. All other components are made in the USA. Mosca Designs made the decorations in Tanglewood.

The owner of the plant will come to Salisbury to assess the installation process. A press release was suggested to announce his visit. (James Meacham will speak to Elaney Hasselmann.) It looks like that will be the first week of October. The purchase orders will be sent by the City Purchasing Division.

The laws are specific regarding local preference for purchases. Anna Bumgarner received confirmation from the NC School of Government that the bidding had been handled appropriately. If DSI had made the purchase, they would not have been held to the same standard. (The STCDC adopted the City of Salisbury, NC purchasing policies.)

The bid was blind to the committee voting members who voted for the highest quality product which was also the lowest bidder. Price and quality were part of the consideration. The bid difference was greater when the decorations were lowered to 69 decorations. Duke Energy did not approve installation on the 10 poles that do not currently have brackets on them.

The company providing the decorations is also doing the installation. They own their own bucket trucks—this is what they do.

There was a recommendation to use the old city logo of the lamp post on the banners. The overall design is still being worked out.

When the decorations were displayed on the “Friday Nights Out,” the response was overwhelmingly positive.

ORGANIZATIONAL COMMITTEE

Mark Lewis reported that much of their discussion was similar to the Destination Development Committee. They will continue to work with the PAC to decide how to purchase art for the destination.

They realize that, like this organization (joint TDAs), we need to outlast existing personalities by putting a more formal structure in place. Since STCDC will be a funding stream for the PAC and DSI will not be, and because of the transfer of promotions and marketing from DSI to the TDA, it makes sense for the TDA to have appointment authority for a portion of that board.

Jon Palmer will be the architect for the Plaza renovations. The move to the Plaza is in the works.

The Master Plan Implementation Committee is in fact pursuing the 501 (c)(6) structure for tourism.

Wayfinding Signage

NCDOT is primarily interested in putting the wayfinding signage on Innes and Main Streets. That is counter to the I-85 signage that says “Salisbury, Next 3 Exits.” NCDOT does not want to incorporate Brenner Avenue or Jake Alexander Boulevard in the wayfinding signage. Only about 1/3 of the system will be allowed to be installed. The Destination Development Committee will install whatever they are allowed and work from there.

ROWAN ARTS COUNCIL

Betz McKeown reported that the RAC is very focused and doing very well. They had their final planning session where they approved a budget of over \$90,000, approved their mission/vision /goals and adopted new bylaws.

The RAC received helpful training information on the Grassroots Grants program and how to maintain their NC Arts Council status.

There were 21 (\$481,000) applications for the Grassroots Grants to provide arts and culture for local groups. Every request that was in compliance received some funding. Recipients of the Grants Roots Grants (\$24,000) include: The Concert Choir (\$1,000), Lee Street Theatre (\$2,000), Piedmont Players Theatre, Inc. (two requests for a combined award of \$6,000), Rowan Blues and Jazz Society (\$5,500), Rowan County Community College Foundation (\$1,500), Rowan County Recreation (\$1,500), Rowan Helping Ministries (\$1,350), Salisbury Public Art Committee (\$4,250).

Officers will be appointed at their next meeting when the RAC will also discuss term limits.

MASTER PLAN IMPLEMENTATION COMMITTEE

Mark Lewis, Chair of the Master Plan Implementation Committee, reminded the boards of the plan to relocate the Visitors Center to the Plaza. Bill Burgin did preliminary drawings pro-bono, but due to conflict of interest, Mr. Burgin will not be the architect for the project, Jon Palmer will. (See minutes of the September 5 Implementation Committee meeting.)

Marketing Grants

The Joint Marketing Committee meeting is September 13, because several members of the committee were involved with the Democratic National Convention at the time of the regular meeting.

The Joint Marketing Committee will make a recommendation on changes to the grant program for 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 of \$50-60,000 a year. Hopefully, this will generate more overnight stays.

Structure

The process of Salisbury/Rowan tourism becoming a 501 (c) (6) entity (non-charitable) is being explored in order to create a lasting organizational structure. (See minutes of the September 5 Implementation Committee meeting.) James Meacham contacted the Woodson, Sayers, Lawther, Short, Parrott, Walker and Abramson, LLP legal group about the structure.

DEMOCRATIC NATIONAL CONVENTION

There was some chaos related to the direct hotel bookings for the DNC. The hoteliers cleared their calendars for the convention, but the bookings did not happen as promised. Hoteliers shared their individual experiences in a discussion. The hotels took matters into their own hands to fill rooms. James provided a handout with the numbers. It turned out to be a net increase over the year before.

PRESENTATION BY BORIS BUNICH

Boris made a presentation on the current economic outlook. Manufacturing has stalled, employment gains are modest, real wages are stagnant—leaving full recovery elusive. Things don't look too good in Europe, either.

Reasons for optimism:

- Cash Positions are Strong
- Housing is Showing Some Signs of Life

- Price of Money is Historically Low
- Silver Linings in US Labor Markets
- US Competitiveness Is Improving

Next month Boris will present the economic indicators for the hospitality industry.

ADJOURNMENT

The STCDC meeting adjourned.

Regular schedule:

- The Master Plan Implementation Committee will meet October 3 at noon at the Gateway Building.
- The Joint Marketing Committee will meeting October 4 at 10 a.m. at the Gateway Building.
- The Organizational Committee will meet October 1 at 11:15 at the Plaza.
- The Destination Development Committee will meet October 1 at 12 p.m. at the Gateway Building.
- The next full STCDC meeting is Wednesday, October 10, 2012, at 11:30 a.m. at the Gateway Building, 204 East Innes Street, on the second floor.

Respectfully submitted,

Diana Moghrabi

Salisbury Tourism and Cultural Development Commission

Balance Sheet

August 31, 2012

ASSETS

Cash and investments	\$ 250,502
Accrued interest	<u>-</u>
Total assets	<u>\$ 250,502</u>

LIABILITIES AND FUND EQUITY

LIABILITIES

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

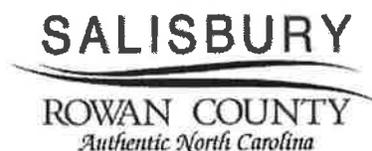
FUND EQUITY

Fund balance:	
Reserved for Capital	\$ 249,229
Unreserved	<u>1,273</u>
Total fund equity	<u>\$ 250,502</u>

Total Liabilities and Fund Equity	<u>\$ 250,502</u>
-----------------------------------	-------------------

Salisbury Tourism and Cultural Development Commission
Statement of Revenues and Expenditures and Change in Fund Balance
For the Year to Date Period Ending August 31, 2012

	<u>Actual</u>	<u>Budget</u>	Variance with Budget Positive (Negative)
REVENUES:			
Occupancy Tax Receipts	\$ 50,291	\$ 310,000	\$ (259,709)
Interest Income	-	2,000	(2,000)
Total revenues	<u>\$ 50,291</u>	<u>\$ 312,000</u>	<u>\$ (261,709)</u>
EXPENDITURES:			
Marketing	\$ 71,334	\$ 194,400	\$ 123,066
Operating Expenses	\$ 1,155	5,000	3,845
Capital			
Trolley		58,976	58,976
Other		44,324	44,324
Administrative Fee	<u>1,508</u>	<u>9,300</u>	<u>7,792</u>
Total expenditures	<u>\$ 73,997</u>	<u>\$ 312,000</u>	<u>\$ 238,003</u>
NET INCREASE (DECREASE) IN FUND BALANCE	<u>\$ (23,706)</u>	<u>\$ -</u>	<u>\$ (23,706)</u>
FUND BALANCE, JULY 1, 2011	<u>\$ 274,208</u>		
FUND BALANCE, AUGUST 31, 2012	<u>\$ 250,502</u>		



Rowan County Tourism Development Authority
204 E. Innes St., Suite 120 - Salisbury, NC 28144
800.322-2343 - 704.638.3100 - Fax 704.642.2011
www.visitsalisburync.com - visitorinfo@visitsalisburync.com

**DNC 2012
DNC Hotel Report**

Data is based on the hotels that originally participated in the DNC Room Block

DNC Week September 2, 2012 through September 7, 2012

Occupancy Rate:	71.6%
Average Daily Rate (ADR):	\$135.63

DNC Convention, September 4, 2012 through September 6, 2012

Occupancy Rate:	93.5%
Average Daily Rate (ADR):	\$143.21