



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

Minutes
December 12, 2012

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, Boris Bunich, Bill Burgin, Randy Hemann, Mark Lewis, Brian Miller, Krista Osterweil, and Barbara Perry

Absent: David Redden

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

Bill Burgin, Chair, brought the STCDC meeting to order. Minutes of the November 14, 2012, STCDC meeting were approved as submitted. The commission adopted the 2013 meeting schedule.

January 9, 2013–11:30 a.m.	No July meeting
February 13, 2013–11:30 a.m.	August 14, 2013–11:30 a.m.
March 13, 2013–11:30 a.m.	September 11, 2013–11:30 a.m.
April 10, 2013–11:30 a.m.	October 9, 2013–11:30 a.m.
May 8, 2013–11:30 a.m.	November 13, 2013–11:30 a.m.
June 12, 2013–11:30 a.m.	December 11, 2013–11:30 a.m.

Meetings are subject to change based on need.

FINANCIALS

John Sofley provided the November 2012 financial report. The report is attached. The Quality Inn is caught up. There was an increase of almost \$5,800.

John also provided the audited financial statements. The secretary has one on file. He pointed to page 9 of the audit (capital).

Bill would like to keep a running tab on commitments. (Trolleys, wayfinding, Christmas decorations) Brian added that he would like a clear understanding of what could be spent.

Brian Miller made a MOTION to approve the financial report as submitted. Krista seconded the motion with all members VOTING AYE.

DESTINATION DEVELOPMENT COMMITTEE

Downtown Holiday Decorations

Barbara Perry reported that the purchase and installation of the decorations has been a challenge. After many challenges, the medians on West Innes will be completed for the season. The problem of maintaining the lights has not been resolved. Bill recommended using Lawrence Electric.

Brian Miller made a MOTION to allocate \$1,000 out of capital reserve funds for electrical maintenance of the holiday decorations. Boris Bunich seconded the motion with all members VOTING AYE.

There were some complaints about the wooden stands supporting the angels in the downtown. The consensus is that the angels look better propped in storefront windows.

A discussion on the future of the decorations followed. Mark Lewis explained that he was under the impression that the city manager said that it is not part of the core mission of the City of Salisbury, NC and he does not want a part of it. John said the city does not have funds allocated for this type of function.

The TDA has taken care of it for this year (up to Thanksgiving 2013), but it has not been resolved for next year. Most agree that the purchase of the decorations should be a TDA project, but the storage and installation should be a city project. In most cities, it is a municipal function. There needs to be more communication. Randy Hemann said he had storage space available.

Trolleys

The trolleys did not make the December deadline. James has made preparations for their arrival when they do come.

Jeremiah

On track for spring.

LUNCH

The STCDC paused for lunch, and then resumed the meeting with the Rowan County TDA. Krista Osterweil called the Rowan County TDA meeting to order.

JOINT MARKETING REPORT

Andrew Waters reported that the Joint Marketing Committee had a busy, productive meeting last week. He shared that the continued investment in the digital world should really pay dividends for us in our future. There is greater tracking capability in the digital market.

James Meacham recapped the [North Carolina Tourism](#) presentation to the Joint Marketing Committee by representatives managing the cooperative marketing campaign and the actual marketing campaign for the state—they manage about a six million dollar marketing program. Their full program for 2013-2014 will come out in March at the [Governor's Conference](#). This lines up with planning for our fiscal year planning.

Recently, the TDAs took action to transform the grant program to the cooperative program. We will take partners' requests and align them in the state marketing to get more visitors to the destination and push our partners out on a broader scale. The program provides a wide level of entry points.

There are not many opportunities remaining from the current program as it comes to an end. We are primarily looking at the summer of 2013 through the end of 2014. The committee has committed about \$50,000 for the calendar year 2013 to go into this program and spread over 12 months.

The marketing representatives said they would offer free educational sessions for partners. This would be a significant offering for our tourism sites, attractions and partners. We can provide content for the [visitnc](#) Web site.

This state program worked well for us in 2010 and we believe it will be successful moving forward.

TROLLEYS

James commended Melissa Murguz for her successful season with the Scrooge Trolley Tour. Five weekends was a long run for a production. F&M Bank was a sponsor, along with Historic Salisbury Foundation and Lee Street Theatre. So far, there have been 535 customers at about 80 percent occupancy. All but one tour was completely sold out. Revenue will come to about \$12,500.

2013 DESTINATION MARKETING

A baseline budget has been adopted for next year. It focuses on maintaining the downtown Salisbury program of work, building the digital infrastructure, and visitor services and fulfillment. They left flexibility in the budget; about \$60,000 is left unallocated in their desire to recruit group business, look at expanding some infrastructure, and having the capacity to tackle some new initiatives as they approach.

NORTH CAROLINA TRANSPORTATION MUSEUM FOUNDATION

James introduced the possible partnership with the NCTM Foundation centered on the marketing of high-impact, visitor-related events such as Thomas the Tank and excursions—events that have a capacity to generate overnight stays. Resources would be combined to expand and reach capacity. The Master Plan Implementation Committee has discussed this, and felt it was worth exploring. The Joint Marketing Committee also liked it. It now comes before both TDA boards.

On behalf of the Tourism Development Authorities, James Meacham would negotiate the details of the partnership with NCTM Foundation and bring it back to the TDA boards as a final package in January, the partnership would be in the \$50,000 to \$60,000 range per year.

From a leadership level, it will be important to consider the staff capacity to add future partnerships. The Executive Committee would study an administrative fee for future partnerships based on staff capacity.

The Joint Marketing Committee brings forward a MOTION and a second to both TDA Boards to support the NCTM Foundation marketing partnership. James Meacham will negotiate the partnership and bring the details forward to both TDAs January 9, 2013.

Rowan County TDA all members VOTED AYE with Kelly Alexander abstaining from the vote.

Salisbury TDA all members VOTED AYE with Kelly Alexander abstaining from the vote.

MASTER PLAN IMPLEMENTATION COMMITTEE

Minutes of the December 5 meeting as revised were distributed to the TDAs.

The committee asked James to consult an attorney for advice on how to handle the 501(c)(6) concept and organizational structure. It is the intention of the committee to enter into a contract with Woodson, Sayers, Lawther, Short, Parrott, Walker & Abramson, LLP—Attorneys and Counselors at Law, 225 N. Main Street, Suite 200, Salisbury, NC. They have provided a quote of \$2,000 for their expenses and about \$500 for filing fees.

James took the concepts presented to the TDAs and the Master Plan Implementation Committee to the attorney firm. They felt that the organization had done a lot of work through the master plan and the committees. Given the enabling legislations, it is as balanced as possible. None of the intent of the elected bodies has been lost.

Chip Short said that he could have everything ready by the start of the new fiscal year. They will look at the organizations' by-laws, ordinances, and enabling legislation. They will formulate the merged structure based upon documents provided to them.

The staff personnel and Visitor's Bureau expense is recognized under the RCTDA and essentially the bulk of the program of work is funded by the Salisbury TDA. Employees that are vested in the local government employee retirement system (Lesley Pulliam, Director of Operations) would continue under the Rowan County Tourism Development Authority. The other positions would move to the 501(c)(6).

There will be language that will enable the addition of new members in the future (other municipalities). Initially there will only be two members—The Rowan County TDA and the Salisbury TDA. Membership would be proportionate to the funding level or investment level. The merged board would vote to accept new members.

Mark Lewis made The MOTION to accept the proposal from Woodson, Sayers, Lawther, Short, Parrott, Walker & Abramson, LLP and to allow them to move forward in developing the 501(c)(6) at the approximate cost of \$2,000 for their expenses and about \$500 for filing fees. They will report back with any other action item that may come up. The TDAs will have to vote before anything is signed. Barbara Perry seconded the motion with all members VOTING AYE.

The Rowan County TDA VOTED unanimously to APPROVE the motion.

FARMERS' MARKET

Pages 46 and 47 of the master plan call for a centerpiece in the downtown. Plans for a new farmers' market are being explored as a flagship for our destination. Joe Morris brought everyone up to date with a presentation that will go to the Salisbury City Council.

A group spent some time making site visits to other locations.

We would need to create a small area plan with drawings sufficient to pursue additional funding including [Golden Leaf Foundation Grants](#) and grants from local foundations. Staff is working on a [grant application](#) for the design phase of this project. Key partners include both TDAs, Downtown Salisbury, Inc., the Salisbury/Rowan Farmers' Market, Lee Street Theatre and neighboring properties in the vicinity of Lee Street.

The Salisbury/Rowan Farmers' Market Association has approved \$8,000 of their funds for the design effort. Joe proposed an allocation of \$17,000 from the Salisbury TDA to go toward the project. The Salisbury TDA had previously approved a capital plan for a downtown centerpiece allocating \$25,000 a year for five years. There is also a corporate sponsor willing to contribute \$100,000 for this project.

Bill Burgin told the Salisbury TDA that it is not a question of funding, but a question of use of the funding that is in place.

Barbara Perry made a MOTION to approve the use of \$17,000 of the previously allocated funds to be used toward the matching grant. Kelly Alexander seconded the MOTION with all members VOTING AYE. (Brian Miller abstained.)

ROWAN COUNTY CHAMBER OF COMMERCE

James reported that the Board of Directors of the Rowan County Chamber of Commerce was brought up to date on the subject of the RCCVB, proposed new structure, and location scenarios. The "Chamber" empowered their Board of Directors to continue to explore possibilities.

ADJOURNMENT

The STCDC meeting adjourned.