



Friends In Tourism
February 16, 2017
Fayetteville Area CVB – 2nd Floor Conference Room, 3:00 pm

Partners Present:

Benny Pearce; Leisa Greathouse; Talia Rodriguez; Taryn Hughes; Jacqueline Wright-Polk; Kelly Gold; Jim Ryder; Monica Turner; Gabrielle Isaac; David Nash; Jenny Bell; Melody Foote; Denise Comulada; Angie Brady.

Welcome:

Angie Brady, FACVB, opened the meeting at 3:02pm by welcoming the group and thanking all for attending today's meeting. Went around the room so everyone could introduce themselves as there were new faces in the room!

Updates from the FACVB:

Angie updated the group on a few things happening at CVB: (1) The Visitor Guide and the Trail Guide are going to be in one publication; new guide will be out in September; (2) Working with the Cape Fear Wildlife Expo and looking for volunteers to staff an information table on Saturday March 18 at Crown Arena; and (3) Concerning the museums on post (A) The JFK Museum is closed due to moving to a new location at the corner of Ardennes and Zabitosky, expecting to be open middle of summer and (B) the gallery at the 82d Museum is next door at the Hall of Heroes as the gallery is getting remodeled.

Visitor Profile:

David Nash, reviewed the information for the January Visitor Profile; pages 3-12 in attached packet;

Social Media and PR Report:

Melody Foote, Director of Communications reviewed our stats for Facebook, Twitter and Instagram for the month of January; she also mentioned Jenny's "Go Fayetteville" Blog; Jenny Bell, Communications Coordinator talked briefly about her blog; Blogging twice a week about

events coming up in our area; there is also a facebook page where she publishes the blog posts each week; If you see your organization tagged, please share with your followers; Website can be found at : www.gofayetteville.com ; Facebook page can be found at <https://www.facebook.com/GoFayettevilleBlog/>

Events:

Angie printed out all the events that were posted from October 1, 2016 through January 31, 2017; See Attached report; Report shows the event, where it was uploaded and if it was printed either on medium's website or print publication

Please share your events with us. All events are uploaded and distributed on your behalf and not just to the CVB website. If you have any questions you can contact Melody mfoote@visitfayettevillenc.com or Jenny jbelle@visitfayettevillenc.com, and they can answer any questions you may have.

**Jenny also mentioned we need web quality photos for events; to use for the blog, social media, and various other places; Please send photos of your events to Jenny/Melody! We need pictures of re-enactments at Avera'sboro; Benny said he would send some over

Opportunities and Partnerships:

Angie reviewed and reminded the group of the upcoming opportunities and partnerships. (1) Mark your calendars for National Tourism Week. I-95 North will be on Thursday May 11 from 10am-2pm and I-95 South will be on Friday May 12 from 10am-2pm; A separate email will be sent out with a response form (2) Mark your calendars for the 1-800-VisitNC call Center Visit on Tuesday June 20, 2017; this is a co-op, typically each partner pays no more than \$15; each partner gets a chance to tell the operators about their location and what visitors may need to know, fees, special events etc; a separate email will be sent out as well with a response form.

Group Information Sharing:

- **Taryn Hughes, Cape Fear Botanical Garden**
 - CFBG is starting a new event, Third Thursday from March -September; each third Thursday will have a theme and entertainment;
 - March 25 is Dog Days in the Garden
 - April 7- Movie in the garden
 - Working on events for the week of Easter
 - Garden Games on May 27
 - There will be an event in the garden on July 3
 - September 23- Homegrown in the Garden- basically teaching you how to live off your garden

- **Talia Rodriguez, Fayetteville Symphony Orchestra**
 - Next concerts are February 25 and March 25
 - Will announce new conductor end of April
 - There will be a Memorial Day concert in Festival Park on May 28

- **Benny Pearce, Averasboro Battlefield Museum**
 - March 15 at 1pm, The local chapter of the United Daughters of the Confederacy will be doing a memorial service for the 56 confederate soldiers that are buried at the cemetery at Averasboro
 - May 20- the Audi Regional Car Club will be doing an event at the museum

- **Gabby Isaac, Methodist University**
 - Feb 22- Pangea at Huff Concert Hall at 6pm
 - Feb. 28- Fayetteville Symphonic Band Concert at Huff Concert Hall at 7:30pm
 - March 27 – Friends of the Music Piano Trio at Hensdale Chapel at 7:30pm
 - Check the website for more events happening on campus which are open to the public

- **Monica Turner- Sandhills Family Heritage Association**
 - May 20- Sankofa Festival in the morning and Art of Gospel in the afternoon at the Spring Lake Recreation Center
 - Sandhills Farmers Market will be open June-September only on the 1st Saturday of each month from 9am-1pm
 - With the help of local cub scouts and boy scouts, there is now a native plants Trail, which also includes plaques that tell the medicinal uses of each plant.

- **Leisa Greathouse, Museum of the Cape Fear**
 - March 20- Homeschool Day
 - March 12- Wade Sokolosky, author of *No Such Army as the Days of Julius Caesar: Sherman's Carolinas Campaign from Fayetteville to Averasboro, March 1865*, is back to speak on the book's second printing with expanded text. Book signing to follow the presentation.
 - In between special exhibits, they will now have Hands on History, an interactive display

- **Jacqueline Wright Polk- Ft Bragg FMWR**
 - Reviewed events on post that are open to the public, check website, descriptions will indicate if open to public and the location
 - All American Marathon on Sunday March 26

- **Kelly Gold- FTCC**
 - Can place students in locations for internships; especially interested in places to work on customer service and working with the public

- **Denise Comulada, FACVB**
 - Reminded everyone of the CVB's other visitors sites and to please share any and all information on your attractions. As long you provide the information, it will be distributed.

- **Jim Ryder- Airborne and Special Operations Museum**
 - March 25- Medal of Honor Day, speaker, movie, and book signing
 - April 15 Easter Bunny Breakfast and Easter Egg Scramble
 - May 6 – Vietnam Remembrance Day
 - May 20- Field of Honor will open

~ Next Meeting ~

Tuesday May 23, 2017

~ 3:00 pm ~

FACVB, 2nd Floor Conference Room