



**Friends In Tourism**  
**January 26, 2016**  
**Fayetteville Area CVB – 2<sup>nd</sup> Floor Conference Room, 3:00 pm**

**Members Present:** Benny Pearce; Leisa Greathouse; Emma Jean Brown; Jennifer Smith; Colleen Bowers; Jane Conolly; Jessie Heath; Freddie Mims; Christina Williams; Heather Cruz; Kelly Welch; Ruth Sponsel; Jim Long; David Nash; Melody Foote; Denise Comulada; Angie Brady; Jessica Bennett.

**Welcome:** Angie Brady, FACVB, opened the meeting at 3:04pm by welcoming the group into the New Year and thanking all for attending today's meeting – it was a great turn out! Angie let everyone introduce themselves and turned the floor over to David.

**Visitor Profile Highlights from December 2015:** David Nash, FACVB, reviewed the December 2015 visitor profile and explained the collection of data. A copy of the report is attached with the minutes. He also touched briefly on the Extranet and participation; if any of the partners are interested in a training session, he will be more than happy to set that up, free of charge. He reiterated how it is beneficial to everyone and aids in keeping everyone's information/events up to date. Also, reminded everyone that the Extranet does feed several different mediums where the public can access information. Please feel free to contact David Nash with any questions at [dnash@visitfayettevillenc.com](mailto:dnash@visitfayettevillenc.com). Also, if you're currently not participating in the visitor survey program and would like to, please contact David.

**Social Media/PR Results from December 2015:** Melody Foote, FACVB, reviewed social media and public relations for the month of December 2015. A copy of the report is attached with the minutes. Please contact Melody at [mfoote@visitfayettevillenc.com](mailto:mfoote@visitfayettevillenc.com) with any questions.

**Event Postings December 2015:** Melody Foote also covered the Event Posting Report for the month of December. A copy of this report is attached with the minutes. Melody gave a huge thanks to the Communications Assistant, Jenny Bell for her efforts in maintaining those event postings. Also, reminded the group to please send all events to Jenny and to please get in all Summer/Spring events in ASAP, with content.

**Please email your event details to either Jenny or Angie at [jbelle@visitfayettevillenc.com](mailto:jbelle@visitfayettevillenc.com) or [abrady@visitfayettevillenc.com](mailto:abrady@visitfayettevillenc.com).**

**Opportunities:** Angie reviewed and reminded the group of the upcoming opportunities and partnerships. (1) The yearly **NC Call Center Visit** is scheduled for Tuesday, April 12<sup>th</sup>. Angie gave a brief description and explanation of what the Call Center does and welcomed partners to attend. Mentioned an email reminder and sign-up for those interested will be sent out soon.

**Round Table News:**

- Carmen Rosenthal, ZipQuest Waterfall and Treetop Adventure:
  - Mentioned a Valentines Special for the month of February; details to come.
  
- Benny Pearce, Averagesboro Battlefield:
  - There will be a book signing at the museum on 3/18 by an ancestor of a surgeon in the Confederate Army (more info to come) and working on developing another reenactment.
  
- Leisa Greathouse, Museum of the Cape Fear Historical Complex:
  - The museum is working closely with Arts Council on a new exhibit that will display new rarely seen artifacts.
  - 2/6 Dancing Stories with April C. Turner to celebrate Black History Month – 2:00pm.
  - Also mentioned the 100 Stories, 100 Counties are available on the NC Civil War Center website [www.nccivilwarcenter.org](http://www.nccivilwarcenter.org) , where you can share your story of the Civil War or simply read the stories shared.
  
- Jennifer Smith, Clark Park/Lake Rim/Mazerick:
  - Mentioned fun things were being planned for the months of March-August.
  - Aimed at the new comers to our area The Wild and Wonder of the Fayetteville Area – held at Mazerick Park 3/15 and 5/24 5:30pm-6:30pm.
  - Fairy Action Figure Fort Fest held at Clark Park 8/27 11:00am-5:00pm – miniature fairy and action figure gardens will be on display for the public.
  
- Jane Conolly, Carvers Creek State Park:
  - Wanted to briefly provide information on the NC Connect Bond that will be voted on 3/15 – it is a bond that will provide 2 billion dollars for state structures; it is a wide raging bond but a small slice will go to improving state parks. Carvers Creek could possibly receive 5.7 million dollars. The park of course would stretch the monies allocated as far as possible but main focus would be restoring the historic Rockefeller home and to provide better access and parking conditions. Mentioned she was not in a position to tell individuals to vote, but wanted everyone aware of the opportunity.

- Colleen Bowers, Carvers Creek State Park:
  - Touched on current successful programs that are offered; the Rockefeller House tours, 3 Mile History Hikes (given to sites not open to public), nature hikes and programs for children.
  - 4/2 from 10:00am – 3:00pm, Blast from the Past Festival will be taking place to celebrate our park system turning 100 years old. The festival will be taking the public back to explore the 1916 Long Valley Farm era. There will be historical artifacts, live bluegrass music and food.
  
- Jessie Heath, Methodist University:
  - 2/1 Spring Convocation
  - 2/5 Friend of Music Concert Presents Trinece Robinson-Martin 7:30pm
  - 2/11-5/7 Rodin: Portraits of a Lifetime Exhibit – David McCune International Art Gallery. Opening reception 2/11 6-9pm.
  
- Freddie Mims, Cape Fear River Boat:
  - Mentioned this was his 25<sup>th</sup> year in operation and here to help educate the public on the Cape Fear River.
  - 2 hour CFR rides, 4 hour CFR rides and Wilmington rides are available. Flexible with dates and times, just give him a call to schedule.
  
- Christina Williams, Arts Council:
  - 1/22-3/5 Romare Bearden: Beat of a Different Drum Exhibit; art and artifacts to celebrate Black History Month.
  - 2/20 Workshop – Collecting African American Art.
  - Public Forum Discussions; Public Art Plan - 2/9 5:30pm-7:30pm and Arts and Entertainment District - 2/11 5:30pm-7:30pm. Announced that FIT members only a special meeting on both topics will be held on 2/9 at 10:00am. Please RSVP to [maryk@theartscouncil.com](mailto:maryk@theartscouncil.com) by 2/4 if interested in attending.
  
- Jim Long, Fayetteville Motor Speedway:
  - 3/26 is opening night – celebrating the speedways 48<sup>th</sup> year.
  - 4/30 World of Outlaw Race – large race.
  - July 4<sup>th</sup> event to benefit Veterans – more info to come.
  - 5/7 Lantern Fest
  - Labor Day Weekend – Nitro Circus; an action sport collective with 40 action sports stars. The speedway will be one of the 30 stops across N. America.
  - The 2016 schedule has just been released – new website under design.

- Ruth Sponsel, The Climbing Place:
  - Mentioned that the winter months are excellent for lock-ins at The Climbing Place.
  - 2/20 Children of the Fallen (Program of Army's Army)
  - 5/2 and 5/12 Partnering with Champions for Children and holding an open casting call in support of helping find more volunteers.
  
- Emma Jean Brown, Gilbert Theater:
  - Mentioned that the Christmas holiday run of It's a Wonderful Life was the theaters second most successful show next to Rent.
  - Hedda, an adaptation by Preston Lane and Titus, by William Shakespeare, will be alternating weekend runs 2/5-28. Also mentioned the theater was a little discouraged w/ ticket sales and assistance with marketing would be greatly appreciated. Emma offered 2 free tickets to individuals that were present at the meeting and for those interested to email her for reservations at [emmjeansa@gilberttheater.com](mailto:emmjeansa@gilberttheater.com)
  
- Denise Comulada, FACVB Visitor Services:
  - Reminded everyone that if you have any marketing materials to please drop them off at the Visitor Center to be displayed at the three working centers. Always looking to update materials for the visitors.
  
- Kelly Welch, Crown Complex:
  - Passed out fliers with the up and coming events to be held at the crown. Briefly went over those events and spoke about the Saturday, 1/30 Boomerang and Brat Run to be held at 1:00pm.
  
- Heather Cruz, Fayetteville Roller Derby:

The Fayetteville Derby now has 3 teams – 2 homes teams and 1 travel team with over 50 members. This year will mark the derby's 10<sup>th</sup> anniversary. Wanted to inform everyone that the group participates in community service/volunteering opportunities and if anyone is offering any of those opportunities, to please let them know. Also, the derby is always looking for sponsors.

Angie reminded the group that the meetings were moved to every other month and hoped that would make participation easier. Thanked everyone for the great turnout and the meeting was adjourned at 4:25pm.

**~ Next Meeting ~**

**Tuesday, March 15<sup>th</sup>, 2016 ~ 3:00 pm ~ FACVB, 2<sup>nd</sup> Floor Conference Room**