



Friends In Tourism
October 20, 2015
Fayetteville Area CVB – 2nd Floor Conference Room, 3:00 pm

Members Present: Benny Pearce; Leisa Greathouse; Emma Jean Brown; Monica Turner; David Nash; Melody Foote; Denise Comulada; Angie Brady; Jessica Bennett.

Welcome: Angie Brady, FACVB, opened the meeting at 3:10 pm by welcoming the group and thanking all for attending today's meeting. Angie also mentioned that she will be sending out a survey in reference to the meeting place and time to see if that would help on attendance for the group.

Visitor Profile Highlights from September 2015: David Nash, FACVB, reviewed September's visitor profile. A copy of the report is attached with the minutes. He also informed everyone on the activation of the FACVB Extranet and gave brief description; will be sending email out soon in reference to participation. Please feel free to contact David Nash with any questions at 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 September 2015: Melody Foote, FACVB, reviewed social media and public relations for the month of September 2015. A copy of the report is attached with the minutes. Please contact Melody at mfoote@visitfayettevillenc.com with any questions, or if you'd like individual copies of the free publicity uncovered for the month of September 2015.

Event Postings September 2015: Melody Foote also covered the Event Posting Report for the month of September. A copy of this report is attached with the minutes. The event calendar postings for September 2015 included a total of 15 pages and Melody gave a huge thanks to the new Communications Assistant, Jenny Bell for her efforts in those postings. The event postings report summarizes when you submit an event to the FACVB, this is where it's uploaded, and notes if it is published by the medium.

Please email your event details to either Jenny or Angie at jbelle@visitfayettevillenc.com or abrady@visitfayettevillenc.com.

Opportunities: Angie reviewed and reminded the group of the upcoming opportunities and partnerships. (1) If anyone has any material they would like to send to the **I-95 North and South Welcome Centers** it would need to be received no later than November 10th. The FACVB trip to the Welcome Center is scheduled for November 13th to I-95 North and November 17th to I-95 South. (2) Sponsorship handouts for the **E-Promos** were made available. Currently 6 spots are left out of the 20 e-promos that are being produced. Sponsorships are available for \$400 - one sponsor per e-promo. Sponsorship agreement is attached. (3) The yearly **NC Call Center Visit** is scheduled for Tuesday, April 12th. Angie gave a brief description and explanation of what the Call Center does and welcomed partners to attend. She will send out an email invitation and sign-up for those interested, after the first of the year.

Round Table News:

- Benny Pearce, Averagesboro Battlefield:
 - Upcoming Military through the Ages/ WWII event, to include any military branch. Will be the Saturday after Veteran's Day; November 14th.
 - A husband and wife team will be donating 2 Civil War muskets that will be added to the artifacts collection.

- Leisa Greathouse, Museum of the Cape Fear Historical Complex:
 - Hallowe'en Revels: Night Tours of the Poe House, October 16th - 17th and 23rd - 24th; 6:00pm - 9:00pm.
 - Poe House & Museum Trick or Treat, October 31st; 11:00am - 4:00pm.
 - Brenda Scott Presentation/Exhibit, November 7th.
 - Holiday Jubilee, December 6th.

- Monica Turner, Sandhills Family Heritage Association:
 - Spring Lake Farmers Market will be open until December 19th.
 - Currently working on 2016 Calendar of Events; goal is showcase a different chef/free demos each week.

- Denise Comulada, FACVB:
 - If you have holiday events to be added the FACVB Christmas Card, please turn in as soon as possible.

- Emma Jean Brown, Gilbert Theater:
 - Partnered with Poe House for Hallowe'en Revels
 - It's a Wonderful Life, Opening November 27th in conjunction with the Dickens Festival. Will run every weekend through December 20th.

~ Next Meeting ~

Tuesday, January 26th, 2016 ~ 3:00 pm ~ FACVB, 2nd Floor Conference Room