



April 27, 2017
2nd Floor CVB Conference Room
Meeting Minutes

Members Present

Bureau: Jenny Bell, Jessica Bennett, Kelly Brill, Denise Comulada, Stephanie Decatur, Melody Foote, Myron Jones, David Nash

Members: John Balhouse, Kristoff Bauer, L'Keisha Black, Beth Buckingham-Rivas, Michael Gibson, Casey Hough, Ramona Moore, Deanna Morgan, Sarah Suggs

Summary

Myron Jones called the meeting to order at 8:30 a.m. Myron welcomed everyone and thanked them for attending the meeting. He then introduced the first guest speaker.

Speakers

Kristoff Bauer, Deputy City Manager, Fayetteville-Cumberland Parks & Recreation – Kristoff shared extensively about the city's plans for the baseball stadium that is being built in downtown Fayetteville. The multi-use venue will host 70 home games over the summer—plus concerts, community activities, and other events during the off-season. The stadium is expected to be completed before April 2019, and the minor-league team affiliated with the Houston Astros will play their first season in Fayetteville in the summer of 2019.

Sarah Suggs, Marketing & Events Coordinator, Fayetteville Dogwood Festival – Sarah shared details pertaining to the upcoming Fayetteville Dogwood Festival. This year, the festival is celebrating its 35th anniversary. Sarah gave the hoteliers a broad overview of the many concerts, attractions, and special events planned. She also discussed the expanded footprint of the festival and how that would positively affect it.

John Balhouse, Vice President of Business Development, Compass Media – John gave a presentation to the members on the new Fayetteville Visitors Guide that Compass Media is designing for the CVB. This guide will be different than in the past, as it will incorporate the Cultural Heritage Trails Guide. John stated they expect to publish the combo guide in September 2017 and print 100,000 copies, and it will run for 1-1/2 to 2 years. A digital version of the guide will be available online, as well.

Score Card

Myron reviewed the Sales Department Score Card.
Jessica Bennett reviewed the Tourism Department Score Card.
Melody Foote reviewed the Communications Department Score Card.
Denise Comulada reviewed the Visitor Center Department Score Card.

Visitor Profile

David Nash reviewed the Visitor Profile.

Smith Travel Report

Jessica reviewed the Smith Travel Report.

Estimated Economic Impact (EEI) and Contracted Revenue

Myron and Jessica reviewed the EEI and Contracted Revenue for verbal and definite leads. It was noted that a column had been added to the report that would reflect the Headquarters Hotel chosen by each group.

Tourism Report and New Products

Jessica reviewed the Tourism Report and New Products in detail.

- Jessica encouraged the hoteliers to either update the extranet or email all Memorial Day or summer specials to David Nash for publication on the FACVB website.
- The NC Call Center Visit (1-800-VISITNC) is scheduled for Tuesday, June 20, 2017, at 11:30 a.m. Jessica stated invites have gone out, and she encouraged the members to attend this event with the FACVB. It is a co-op opportunity, with a small fee to participate.
- National Tourism Week is in May. The North I-95 Visitor Center is celebrating on May 11, from 10:00 a.m. to 2:00 p.m., and the South I-95 Visitor Center is celebrating on May 12, from 10:00 a.m. to 2:00 p.m. Jessica stated invites have gone out, and interested parties should RSVP no later than May 2 to Angie Brady.

Communications Report

Melody reviewed the Communications Report. She told the members about an opportunity to receive coverage from two different writer groups if they were willing to host the writers at their hotel. She also pointed out the extensive social media and blog coverage that was a direct result of two other writer visits that recently took place.

Visitors Center Report

Denise reviewed the Visitors Center Report.

Group Information Sharing

Deanna Morgan mentioned the grand opening of the Cotton River Outfitters boutique in downtown Fayetteville. The re-opening of TownePlace Suites was discussed. Myron also discussed the upcoming Plan-Purpose-Promise-Process Conference, a large annual religious event, and he urged all hotels to respond to the lead for the many rooms that are required.

Next Meeting – May 25, 2017, 2nd Floor CVB Conference Room

Meeting Adjourned