



January 26, 2017  
2nd Floor CVB Conference Room  
Meeting Minutes

## **Members Present**

Bureau: Jenny Bell, Jessica Bennett, Sarah Bracewell, Angie Brady, Denise Comulada, Stephanie Decatur, Myron Jones, David Nash

Members: Carlette Benton, Beth Buckingham-Rivas, Kimberly Covington, Manish Mehta, Ramona Moore, Harin Parikh, Mylyn Sargent, Lily Schmidt

## **Summary**

Myron Jones called the meeting to order at 8:30 a.m.

Myron welcomed everyone to the first meeting in 2017 and he thanked everyone for attending today's meeting. He then introduced the guest speaker Tim Miron.

Tim is the Director of Catering Sales for The Ritz-Carlton, Charlotte. He primarily shared his experiences with mentoring others in the hospitality industry and why he is passionate about helping others advance his or her career. He told inspiring stories of two mentees whom he guided and advised. He also shared some insights he has gained after 30+ years of working in the industry. Two of his main points were you have to want it bad enough to prepare yourself and focus on the goal.

## **Score Card**

Jessica reviewed the Group Tour Score Card.

Myron reviewed the Sales Score Card.

Stephanie reviewed the Sports Score Card.

David Nash reviewed the Communications Department's Score Card.

## **Visitor Profile**

David reviewed the Visitor Profile.

## **Smith Travel Report**

Angie reviewed the STR report.

## **Status of Accounts**

- Jessica reviewed the status of the group tour accounts. She shared that there are several group tours she is waiting for the final decision. She also reviewed the accounts receiving TDA funds.
- Myron reviewed the status of the Sales accounts. There are three TDA events and a lot of business pending that Sales would like to close.
- Stephanie reviewed the status of the sports and fraternal accounts.
- Myron added to Stephanie's report, reminding the attendees that soccer is continuing. He asked the hoteliers to track the number of rooms and the names of teams staying at their property. He confirmed that TFC Friendlies is wanting to move all events to Raleigh, but the move has not been finalized. Stephanie is continuing to work with Pete on saving the event.

## **EEI and Contracted Revenue**

Myron reviewed the economic impact for verbal and definite leads.

## **Tourism Report and New Products**

Angie reviewed the Tourism Report and New Products in detail.

- There is a major change projected for the Trail and Visitor Guides. In September 2017, the guides will be combined into one publication—some printed with hotel information and some without.
- Angie and Jessica will conduct their quarterly visit to the I-95 Visitor Centers (North and South) at the end of February. Hoteliers are invited to drop off their promotional materials for Angie and Jessica to take to the Visitor Centers.
- Angie and Jessica are to make a visit to the 1-800VisitNC Call Center in June. The reason for the visit is to provide the call center operators with information to share about what is going on in Fayetteville.
- 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. Hoteliers were invited to attend one or both events with Angie and Jessica.
- Changes will be made to the Exit 49 Card that promotes properties at Exit 49 and the Mall Card which promotes properties around the mall. The two cards will be combined into one card. Those properties wishing to be included should contact Angie while the card is in the design phase. These cards will be displayed at the I-95 North and South Visitor Centers, I-85 North and South Visitor Centers, and the Delaware Welcome Center (a new contract the CVB has signed).

- Angie asked for the hoteliers to share any Valentine's Day or Easter specials they might be running. They may do so by emailing David ([dnash@visitfayettevillenc.com](mailto:dnash@visitfayettevillenc.com)) or sharing the information on the Extranet, and he will then share that information on the website.
- Angie promoted the Passport as a tourist tool that is handy for hoteliers to give out to visitors because of its small size and the fact that it features 12 of the more popular tourist attractions in Cumberland County.

## **Communications Report**

David shared the Social Media and Public Relations Reports for December.

## **Visitor Center Report**

Denise reviewed the Visitor Center Report and Events Calendar.

## **Group Information Sharing**

- Beth Buckingham-Rivas shared that the new Courtyard (Spring Lake) opened on December 20, 2016, and is doing well. She also shared that she has a new sales manager, named Stephanie, who runs dual properties.
- Harin Parikh shared that they are breaking ground for the new Spring Hills hotel, located next to Embassy Suites, and are planning to open the property in December 2017 with 121 rooms and 5 floors.
- Lily Schmidt shared that Towne Place Suites' renovation should be completed in February 2017.
- Kimberly Covington shared that she is the new Director of Sales at Home2 Suites.
- Carlette Benton shared that the Hampton Inn Fayetteville I-95 is changing to the Red Lion Inn & Suites Fayetteville I-95, effective January 31, 2017, and that some remodeling is being done.
- Ramona Moore shared that she is in her second week at the Ramada Plaza and is in the process of building/hiring new staff. She also shared that the Bordeaux Café will reopen on February 6, 2017. Also, the next Fayetteville Area Hospitality Association (FAHA) meeting will be held at the Wingate by Wyndham, with Dan Roberts hosting, on February 14, 2017.
- Sarah Bracewell shared that she will be leaving for basic training on February 6, 2017 as she is joining the U.S. Army Reserves, but she will be returning to the CVB in September or October 2017. In the meantime, the CVB's Communications Coordinator, Jenny Bell, will assist the sales department with administrative issues.
- Jessica shared that she attended the ABA Trade Show and she is now a Certified Tourism Industry Specialist.

**Next Meeting** – February 23, 2017, 2<sup>nd</sup> Floor CVB Conference Room

**Meeting Adjourned**