



September 28, 2017
2nd Floor CVB Conference Room
Meeting Minutes

Members Present

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

Members: Ramona Moore, Tonie McKnight, Katherine Sterne, Michelle Williams, Laura Leal, Beth Rivas, Deanna Morgan, Nicole Wilson

Guests: Jan Johnson, Pat Wright, Michael Chaudhuri, Wes Cookman, Sandy Cookman, RaShawn Moore

Summary / Group Information Sharing

Jenny Bell called the meeting to order at 8:30 a.m. She welcomed everyone and thanked them for attending the meeting, noting Myron Jones's absence. She also announced that Sarah Bracewell, Sales Coordinator at the CVB, has returned from Officer Candidate School (OCS) as a 2nd Lieutenant in the United States Army. She then asked attendees and the guest speakers to introduce themselves to the group.

Jenny wanted to highlight some of the signature events that are in Fayetteville happening in October. She then introduces Jan Johnson and Pat Wright from The Indigo Moon Film Festival, Wes and Sandy Cookman from WIDU, and Michael Chaudhuri from the Fayetteville ComicCon.

Speakers

Wes and Sandy Cookman, RaShawn Moore – WIDU

Wes and Sandy own and operate WIDU 1600 AM and the WE-DO Radio Network based in Fayetteville. Wes purchased WIDU in 1987 and converted the format to Inspiration and Information with a heavy focus on local community involvement. The WIDU Anniversary, every October continues to grow averaging close to 30,000 total attendance the past several years.

Wes thanked the group for having him and his wife speak at the meeting. He said that the radio station has been on for 59 years. The radio show is a faith based format and they do talk shows and community shows. For their annual WIDU Anniversary event at the Crown Coliseum, their goal is to fill every hotel room in Cumberland County. They host area group sales meetings throughout the United States to bring churches with buses to come to Fayetteville and buy tickets to their event. They have had over 100,000 views of their video of their event. They have a plethora of ways to market their event (video, social media, programs, posters, etc.). WIDU Anniversary is a weeklong event with multiple gospel music performances as well as a prayer breakfast, preaching, and much more. The event will be happening October 11-14th. Wes offered the group if they want to come to any of their events he said to call the radio station.

Jan Johnson and Pat Wright – The Indigo Moon Film Festival

Jan and Pat have more than 65 years of combined experience in filmmaking. In 1993 they launched Moonlight Communications, a video production company and have helped hundreds of corporations, non-profits, and governmental agencies tell their stories. Since its founding, Moonlight has earned more than 100 national and international awards for digital media production. In addition, Moonlight has been recognized as Business of the Year, Small Business of the Month, and Women Entrepreneurs of the year. In 2014, Jan and Pat started GroundSwell Pictures, a 501 c3. GroundSwell Pictures is responsible for Indigo Moon Film Festival in mid-October and that is why they are here today.

Jan stated that the Indigo Moon Festival will take place on October 13-15th. Fayetteville will also be the North Carolina premiere of Chris Hondros's film HONDROS. Chris Hondros was one of the best conflict photographer of his generation, having covered practically every major world event of his adult life. Chris served as witness to more than a decade of strife and conflict before he was killed in combat in Libya in April 2011. Also showing at the festival will be a total of 45 films in 12 hours. The event will happen in Downtown Fayetteville and the award winners will be announced on Sunday at SkyView. Jan mentioned that the board voted to sell umbrellas considering the hurricane from last year, and a portion of the funds to the umbrellas will go to support an up and coming filmmaker. Two dozen filmmakers will be coming in to do a Q and A after their films. Films that are showing range from documentaries to narratives, comedies, animation and more. Each category will have an award. They are really excited to bring this cultural event to Fayetteville.

Michael Chaudhuri – Fayetteville ComicCon

Mr. Chaudhuri's a licensed attorney and a lifelong geek who saw the need a few years ago to bring a major geek-related event to the Fayetteville area. Fayetteville fans have indeed confirmed there was such a need. His biggest claim to fame was seeing Star Wars, the original, at the matinee showing on opening day.

Mr. Chaudhuri started off with a trivia game with prizes to find out who the true geeks were in the group. After the trivia Mr. Chaudhuri said that he is excited to bring the ComicCon back for its third year. He mentioned that there was a void in Fayetteville who love horror, science fiction, comic books, and anime.

Score Card

- Jenny reviewed the Sales Department Score Card.
- Jessica Bennett reviewed the Tourism Department Score Card.
- David Nash reviewed the Communications Department Score Card.

Visitor Profile

David Nash reviewed the Visitor Profile.

Smith Travel Report

Angie Brady reviewed the Smith Travel Report.

Estimated Economic Impact (EEI) and Contracted Revenue

Stephanie Decatur and Jessica Bennett reviewed the EEI and Contracted Revenue for verbal and definite leads.

Tourism Report and New Products

Angie reviewed the Tourism Report and New Products.

- She reviewed the activities surrounding the Heroes Homecoming in November, noting that she has 130 tables secured at local businesses, and hoping to have an additional 80 schools participate as well. There will be a press conference September 13th and she is expecting interest to increase even more. Heroes Homecoming will provide everything needed for a display including the table and place setting, along with set-up directions and an explanation for visitors of each piece and its relevance.
- Setting up a Partner Day at I-95 North and South at the end of September.

Communications Report

David reviewed the Communications Report.

Visitors Center Report

Denise Comulada reviewed the Visitors Center Report.

Group Information Sharing

Jenny asked if there was any new news from the hoteliers, with Lily stating they are excited to have seen the hotel per diem rate go up. Ramona announced that she circulated the FAHA Golf Tournament application for October 26th. They will also be having a silent auction this year and asked for donations for the baskets. The Golf Tournament and Silent Auction will benefit Stanton Hospitality House, which helps young mothers with babies in the NICU.

Next Meeting – September 28th, 2017, 2nd Floor CVB Conference Room

Meeting Adjourned