



Spring Lake United
October 05, 2017
Courtyard Spring Lake

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Members Present: Sam Jones; Bill Zell; Pavan Patel; Kim Wilkes; Monica Turner; Jennifer Craig; Kelly Smith; Jane Conolly; Debra Clyde; Suzanne Geiss; Myron Jones; John Meroski; Angie Brady; Jessica Bennett

Members Absent: Robbie Larreau; Desiree Hoy; Cynthia Little; Dee Johns; Anja Palasky; Nicole Blunt; Kimberly Wiley; Collen Bowers; Dev Rajababoo; Chris Rey; Vivek Tandon; William Wellons; Paula Maczak; Jennifer Combs; Kirk DeViere

Welcome: Pavan started the meeting at 12:48. He welcomed and thanked everyone for attending. Apologized that the September meeting had to be canceled due to lack of attendance.

August Minutes: There were no adjustments to the August meeting notes.

Pavan handed the meeting over to 219 Group so they could begin their update. Kirk was not able to be present, Suzanne passed around the handouts and reviewed the presentation. She also reviewed the breakdown of numbers from month to month. The presentation covered Web Remarketing Ads for NearlyFortBragg.com, Facebook Promotions, Search Engine Marketing, Facebook Advertising, Native Advertising, Call Tracking and You Tube Advertising. Suzanne then explained the next steps in the campaign and asked if the group had any questions or concerns. John did mention that he would like to see comparisons and year to date numbers instead of the month to month numbers. Suzanne said she would make the necessary adjustments.

Please see attached report for detail.

Pavan then welcomed Sam to give the Parks and Recreation update; Sam started his updates with mentioning his disappointment in having to cancel the community yard sale due to lack of participation but will still be having the Halloween Surplus Sale, Tuesday, October 10th through Thursday, October 12th, from 8:00am – 5:00pm and Saturday, October 14th from 11:00am – 2:00pm. He also went over

some of the upcoming activities/events; Winter basketball and cheerleading registration begins in January; Chess Lessons will begin in November for ages 5-18; Spring Lake Fall Festival October 28th, at the Rec Center with Festivities and Games from 4:00pm – 6:00pm/Movie on the Green – Casper from 6:00pm – 8:00pm/Food Trucks from 4:00pm – 8:00pm. Sam also reminded the group of the Heroes Homecoming week along with all the events that will be taking place. Spring Lake is participating and will be hosting a Yellow Ribbon Tribute Dinner to honor Vietnam Veterans and their Families. It will be held Thursday, November 9th, at 6:30 pm at the Spring Lake Community Center. You can RSVP online at the Rec Departments website.

Sam then introduced his guest, Bill Zell, the interim Spring Lake Town Manager.

Bill introduced himself and thanked everyone for the warm welcome. He gave a brief work history and explained he was the Town Manager of Aberdeen for 14 years and was now retired. He would be holding his current position until the seat was filled and hopefully that would be in place by January 2018.

Pavan introduced Debra Clyde, the Spring Lake Chamber President and let her give an update. Deborah introduced herself again and stated she was happy to be a part of the SLU meetings. She was getting used to her new position but was looking forward to the new and exciting things to come. She did mention a new business in Spring Lake, Spring Lake Outfitters and that she did invite them to the meeting. They could not make it to this meeting, but hopefully will be present at the next one. Debra also reminded the group of the Business After Hours being held at the Country Inn & Suites later that evening.

Next to give an update was Jane Conolly with Carvers Creek. Jane told the group that the park was close to hiring an architect/designer for the bond project. She expressed they are very excited to develop the park to the next level. She also handed out flyers for the 2nd Annual Blast from the Past Festival, being held Saturday, October 14th from 10:00am – 3:00pm. Lastly, Jane suggested having the November meeting at the park but realized the date was in conflict. Angie thanked Jane and agreed we could hold a meeting in the spring at the park.

Before John gave the CVB update, he asked Monica with the Sandhills Family Heritage Center and Farmers Market if she would like to give a quick update. Monica stated the market season is over and they were in the process of regrouping and refocusing efforts. She is hoping the farmers market will be able to be open more than just one Saturday a month next season and mentioned they are working on trying to generate additional income and grant funding.

John gave the CVB update; he asked the group to look at the first page in the handout and he reviewed the breakdown in the marketing and advertising campaign/what services 219 Group provides. He then went over the performance report and reminded the group to look at the totality and went over most of the numbers. Lastly, he wanted the group to be aware of the leads data; what was being sent

out to the Spring Lake properties from the CVB and what was being responded to. John also mentioned to the group that there will be restructuring to the program of work in mid-December.

Angie mentioned that she will also be asking McCormick Farms to join and participate in the SLU meetings as well.

Before adjourning the meeting, Pavan asked if the group would mind skipping the December meeting and making the November meeting the groups last meeting of the year. The group had no issues. He also asked the group to please think of items and share goals to form a plan of action, as well as give feedback on the current advertising and marketing initiative.

Angie asked for a volunteer to host the November meeting and Jennifer from Sleep Inn volunteered the space.

With no questions or concerns, Pavan adjourned the meeting at 1:44pm.

Next Meeting:

Please mark your calendars! Thursday, November 02, 2017, 12:30 pm; Sleep Inn Spring Lake.