



## Meeting Minutes March 11, 2009

### Meeting Attendees

Angela Carleton, Anthony Stewart, Carman Caruth, Charlotte Dellinger, Debbie Cesta, Dawn Smith,, Jackie Malloy, Jennifer Evans, Karen Preston, Kim Hall, Latrice Jefferson, Melissa Thompson, Ron Stephens, Scott Crotty, Stephan Dragisic, Sue Kneppelt, Tammy Gore, Terri Garrod, Deborah Oland, Teresa Taylor, Jeff Knabb, Jimmie Thompson

### Treasurer's Report

Melissa Thompson reported:

Ending Balance as of February 28, 2009 \$3033.86

The treasurer's report for February was approved.

The minutes from the February 2009 FCTA meeting were approved.

### CVB Reports

Carmen Caruth:

- We are in the process of working on our marketing plan and budget and looking at the revenues for this year and revenues for next year.
- In January in some segments ADR went down. It was lower than the expert think will be for the 2009 calendar year.
- Want to get a feel from everyone on what you see the trends are for the next few months.
  1. Anthony Stewart- We are being aggressive with rates
  2. Ron Stephens- Price turn downs are decreasing so is demand. We are holding rates but discounting for groups
  3. Melissa Thompson- We have seen a drop in transient corporate and leisure business. Group rates for existing business are deflating ADR's.
  4. Ron Stephens- Be careful about lowering rate, lowering rates does not increase demand
- Many Hotels say that April is looking bad. How is MEAC looking?
  1. Latrice Jefferson- We dropped our minimum stay policy
  2. General Comments- Didn't turn out as good as we thought it would
  3. Jennifer Evans- Make sure you are keeping track of your MEAC rooms. This is very important. MEAC will receive a 10% commission

Jennifer Evans:

- Please send in you pick up for the MEAC by the 18<sup>th</sup>. This is very important. MEAC will receive 10 percent commission

Scott Crotty:

- Part of our focus is on the small meetings market for 50 people or less. This includes the medical market as they don't always need a lot of meeting space. They are not committing at this time but this is definitely a market for future business.
- I am following up with them daily as well as new contacts.
- Meeting with sports venues to see if they are members of organization that may bring meetings to Winston Salem.

Stephen Dragisic:

- 89 people attended the industry meetings about 2009/2010 market plan. I have emailed the cumulative information to everyone that attended the meeting. I am creating a draft for the market committee
- Motor coach and group leaders are coming to Winston Salem March 20th-26 people from the Pennsylvania market. Please look at your web-site statistics.
- Hot Rates- Site is live but can not market to meeting planners because there aren't enough hotels participating.

Dawn Smith:

- Registration is good for market. Booking are up from October 2008.
- Would the FCTA consider writing a letter to Raleigh explaining the importance of the IHFM? Address the specific issues that are budget cuts that are cutting the transportation for Market.

## **TDA Reports**

Melissa Thompson:

- Next Meeting March 17, 2pm at The Sundance Plaza

## **Hotel Updates:**

Melissa Thompson:

- Pat Bryan is no longer at the Fairfield Inn. There is a new manager, Rebecca Herndon, whom we hope to meet at our next meeting. Pat asked me to tell everyone that she will be volunteering at the Visitor Center. She will be missed and we wish her the best.

## **Other Business**

Melissa Thompson:

- Senior Services- needs volunteers for July and September
- The next FCTA meeting will be held at the Comfort Suites April 8, 12:00pm, Comfort Suites

The meeting was adjourned.

Temesha R. Farrington  
FCTA Secretary  
March 2009