



**Convention & Visitors Bureau  
Pinehurst, Southern Pines, Aberdeen Area**

**Regular Board Meeting  
Thursday, May 24, 2018**

Members Present: Bonnie McPeake, Tom Beddow, Linda Parsons, Frank Quis, Caroline Xiong, Bobbie Rollins, George Little, Pat Corso, Tom Pashley, David Byers

Members Absent: Wayne Vest, Kelly Miller

Staff Present: Beverly Stewart, Karen Davis

Observer: Laura Douglass, The Pilot Newspaper

The meeting was called to order at 4:03 pm by Chairwoman McPeake.

Chairwoman McPeake asked for approval of the March 22, 2018 minutes. Member Pashley moved for a motion to approve the minutes, seconded by Member Little. Motion was passed.

**FINANCIAL REPORT** – Secretary/Treasurer Beddow reported:

**Room Tax Collections** - As we move into the spring season, year to date room occupancy collections through March remain in good shape up, 3.4% to 2017.

**Expenditures** - Through March, we have maintained a favorable financial position of +\$74,122 to budget.

**Statement of Financial Position** - Also in your board packet is the unaudited Balance Sheet/ Statement of Financial Position through April 30, 2018.

Secretary/Treasurer Beddow made a motion to approve the financial statements and the statement of financial position as provided. Member Little seconded the motion and it was passed.

**Future Audit Services** - at the March Board meeting, the Board approved the extension of the contract audit services with Martin/Starnes for the current fiscal year 2017-18. The County placed a bid for these services for a five-year period and a copy of the evaluation/costs was included in the handouts. Moore County selected the firm Elliott Davis. The board will have the opportunity to review these, ask questions, etc. and have it as a future agenda item on July 26<sup>th</sup> to decide. Discussion transpired. It was decided that Chairwoman McPeake will contact the Moore County Airport to discuss negotiating a contract with Elliott Davis.

**Pre-Audit Certification for Electronic Payments** - A handout was provided of the Local Government Commission Memo #2018-05 related to the changes to the pre-audit certification requirements for electronic obligations. Member Xiong took the agenda item to the County Board of Commissioner's Meeting on May 15, 2018. The County is also working on updating the purchasing policy to include these changes. Member Xiong recommended the Airport and



CVB should follow the same requirements and take the resolution to the Board for approval. If the CVB chooses to follow the County's purchasing policy on this, then once the County updates its policy regarding the pre-audit certification, then the CVB will be in compliance. Discussion transpired.

Chairwoman McPeake asked for a motion to approve the Pre-audit Certification for Electronic Payments as approved by Moore County's Purchasing Policy. Secretary/Treasurer Beddow made the motion, seconded by Member Pashley. Motion was passed. The Resolution was signed by all attending Board members and the Clerk to the Board, Karen Davis, and a copy was given to Finance Officer, Caroline Xiong, on Friday, May 25, 2018.

**Sole Source Contract – SkyNav** - Moore County Finance/CVB procurement policy allows for a purchase without three bids (over \$ 5,000) with the board's consent if the service provider is a "sole provider of a unique service/product that can't be provided by any other vendor. These are rare, but there is a case for next fiscal year with SkyNav (\$24,324) which will enhance our website capabilities/experience for users through a proprietary, patented 360-degree virtual reality tour that the board was introduced to, at a meeting last year. This will increase destination exposure and user engagement on the CVB website. The contract and additional information on SkyNav was included as a handout. Discussion transpired. It was decided to table this issue and let the Advertising/Marketing Committee investigate and recommend a decision for the next Board meeting or after a new CEO is hired.

**VOP/CVB Welcome Center Partnership** - there been some good progress on this trial partnership as shown in the new reports both groups agreed to incorporate. The next step is to determine how a longer-term partnership will be structured. The trial period has been extended for another quarter. Discussion transpired. Member Parsons recommended to identify a better way to communicate to the area and visitors that the Chamber of Commerce and the Convention & Visitors Bureau are two separate entities. Chairwoman McPeake recommended that the decision to partner with the Village of Pinehurst on the Welcome Center should be one for the new CEO.

**ADVERTISING /MARKETING REPORT** – Vice Chairman Byers reported:

**CVB Co-op Program** - The FY2018-19 Co-op Program was launched on April 11<sup>th</sup> at Longleaf Family Golf & Resort Club and included a demonstration by SkyNav. Next year's program has several new components and is currently in the presentation and sales cycle that Director of Marketing, Claire Berggren, is responsible for.

**PRESIDENT & CEO REPORTS** – Ms. Stewart reported for the current fiscal year, year to date bookings are strong, up 38% in room nights, while leads issued in room nights are slightly down, 2.4%, compared to prior fiscal year.

The 2018 Festival D' Avion was successful according to Tarheel Communications', Peter Stilwell. Ms. Stewart invited clients for Saturday and Sunday and provided hospitality for them.

Also, assisted Tarheel Communications to secure five additional sponsors for the Festival d'Avion, including K2 Solutions. The 2019 dates are set for April 12-14th.

The CVB and Pinehurst Resort partnered on four new business luncheons in 2017 in Raleigh. The events have and will produce over 486 room nights for Corporate (Blue Cross Blue Shield of NC Foundation) at Pinehurst and a new association booking for summer 2018, the NC Soybean Association with 40+ room nights.

**NC Futbol Club Soccer Showcase Event** – The CVB was notified earlier this month that Southern Pines/AC Sandhills was not selected as the site for the November/December 2018 showcase soccer event, due to the lack of soccer fields at one location. They have selected other sites in NC including Wake County, Rocky Mount, Greensboro and Wilson, to fill their ever-growing demand for more teams to participate in one of largest events of its kind. The CVB plans to keep the communication channels open in hope of future opportunities with NCFC. Member Corso added the town of Asheboro is now building a sports complex. Member Little added that Asheboro does not have many hotels.

**EDPNC Rural Symposium** - Mr. Miles has continued to work on an important new economic development event, through his position on the Economic Development Partnership of NC Board, called the Energizing Rural NC Symposium that will be held at Pinehurst Resort, July 12-13. An overview was included in the handouts. Member Corso will be working with local leaders to determine who will be attending. Member Corso added that this meeting will be useful for round table discussions to bring together the disparate areas of Moore County. He listed the people he knew attending the conference including Catherine Graham, David Lambert, Melanie Thompson, and Fenton Wilkinson.

**CVB Strategic Business Plan.** The staff has continued to update this important plan that serves as our guidepost and runs through the 2018-19 fiscal year. The new CEO will probably tweak this document to make it his/her own.

Member Beddow added that CCNC is considering hosting a USGA golf tournament in July 2021 that should bring in over 1,500 room nights. Discussion transpired.

**Tourism Product Development Fund Report - Member Rollins reported:**

The Committee has met twice since the last board meeting and has a third meeting planned for Thursday, May 31<sup>st</sup> at 1:30pm. Handouts were included of the Committee meetings' minutes, other destinations' TPDF examples, and Moore County TPDF concepts overview and application.

She also noted this project is in the preliminary stages and more research is needed. Non-profits seem to be more successful in these ventures and the amount spent can't exceed 33% of the designated fund. It was also noted that the development fund will not move forward until the Moore County Commissioners raise the Room Occupancy Tax to 6%. Discussion transpired. Member Pashley added that there is no rush to the project, but it shouldn't be prolonged either.



Home of American Golf

Beverly Stewart added that she would like to congratulate Lisa Long for being named the Chamber Ambassador of the quarter and one of the Ambassadors of the year for 2017. She went through the MCLI program and absolutely loved it.

## **CHAIRMANS REPORT – Chairwoman McPeake reported:**

### **Allied Association Reports:**

**Partners In Progress** – Member Corso reported that there is lots of interest in our County, but it is lacking in product and building sites. There have been a lot of commercial investors interested in building office space in the tri-city area.

He was at the NC Legislature this week trying to get the County Tier System tweaked. Rep. Boles, Senator Tilman and other representatives are involved and are trying to help. If this is passed it could help towns like Robbins get grants for their infrastructure problems. The decision should be made shortly. Discussion transpired.

**Moore County Chamber of Commerce** - Member Parsons stated that the Chamber of Commerce Strategic Retreat went well. She thanked Member Corso for his help. The Chamber continues to have a high retention rate of 97% and have added 40 members to date.

**Unfinished Business** - Member Little thanked everyone for their support of the school and community college vote for the bonds. There was a great turnout of voters and they led a very successful campaign thanks to a lot of excellent volunteers. Now the County will be busy building these new schools. Discussion transpired.

Member Corso expressed that he is serving on Committees and would like the Board to consider allowing him to vote on the CVB Board, and not just be an ex-officio member. Discussion transpired. It was determined by Chairwoman McPeake that research of the Bylaws would have to be made in order to decide if this was possible.

Chairwoman McPeake advised that the Administrative Committee would discuss the CEO search during an Executive Session. Member Little entered the motion to go into Executive Session, seconded by Secretary/Treasurer Beddow. Motion passed.

Chairwoman McPeake reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, July 26, 2018 at 4pm.

There being no further business to bring before the Board, Chairwoman McPeake asked for a motion to adjourn. Member Little moved for a motion, seconded by Secretary/Treasurer Beddow. Chairwoman McPeake adjourned the meeting at 5:25pm.

Respectfully submitted,

Thomas Beddow  
Secretary/Treasurer  
BS/kdd