



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

**Regular Board Meeting
Thursday, January 26, 2017**

Members Present: George Little, Jack Bickart, Linda Parsons, Bonnie McPeake, Tom Beddow, Pat Corso, Frank Quis, Caroline Xiong, Claire Borneman

Members Absent: David Byers, Kelly Miller, Wayne Vest

Staff Present: Caleb Miles, Karen Davis

The meeting was called to order at 4:00 pm by Chairman Little.

Chairman Little asked for approval of the December 8, 2016 minutes. Secretary/Treasurer Bickart moved for a motion to approve the minutes, seconded by Vice Chairman Beddow. Motion was passed.

FINANCIAL REPORT – Secretary/Treasurer Bickart reported:

Room Tax Collections – YTD collections through November are up, 8.2% to prior year with strong October (+9%) and November (+18%) totals.

Expenditures - The overall position through the fifth month of the fiscal year shows a positive variance to budget of \$95,148, a great position to be in as we approach the lean revenue months of December to February.

Statement of Financial Position (Balance Sheet) - Also in your board packet is the Balance Sheet/ Statement of Financial Position through December 31, 2016 (unaudited).

Chairman Little asked for a motion to approve the November financial statement as provided. Secretary Treasurer Bickart made the motion, seconded by Vice Chairman Beddow. Motion was approved.

CVB Final FY 2015-16 Audit Report - Martin & Starnes LLC audit documents were sent to you with an unqualified opinion (clean) report.

NC Local Government Commission Audit Review: Due to a question in how the Moore County Airport Allocation from Room Occupancy Tax has been recorded, a conversation with the NCLGC was necessary to clarify it this week with Member Xiong. Mr. Miles stated because of the change from netted this off the top vs. expensing it, it looks as if FY 2015-16 expenses were over what were budgeted, when in fact total revenue exceeded total expenses by \$64,363. Member Xiong will have a conversation with the NCLGC to get this corrected and the current FY 2016-17 budget will have to be amended to reclassify it as well. Discussion transpired.



PRESIDENT & CEO REPORTS – Mr. Miles reported:

Meetings & Conventions Development - Leads activity in room nights is down slightly (-4%) compared to last year thru November, while bookings in room nights are down (-29%).

VP of Sales, Beverly Stewart, has been invited to speak on panel at the March MPI – Carolina Chapter meeting in Myrtle Beach on “Creating a Culture of Success” and “Building a Successful Team” which demonstrates the respect she has gained over the years.

Upcoming Groups:

- Weymouth Woods 100K - January; 300 people, 300 room nights
- SCC Emergency Services College – January; 400 people, 180 room nights
- NC Neurological Society – February; 150 people, 260 room nights
- Fox - Burke Wedding - March; 100 people, 150 room nights
- NC Airport Association - March; 300 people, 350 room nights

CHAIRMANS REPORT – Chairman Little reported:

Allied Association Reports:

Moore County Chamber of Commerce: Member Parsons stated that the new membership structure that the Chamber has unveiled has been very well received. She reminded everyone of the 50th Anniversary Chamber Banquet is March 17th at Pinehurst Resort.

The Chamber is working on making some small but noticeable improvements to the building soon.

The NC Dept. of Transportation will have a stakeholders meeting at the Chamber on Tuesday, January 31st regarding the 15-501 and US 1 changes to come in 2019-2021.

Moore County Partners in Progress: Member Corso reported that Partners has hired Charles Hayes as a consultant for the four phased Strategic Planning for the County. Dan Parks will be helping along with Charles Hammond. Interviews are being conducted to help with new innovative ideas for the future. A grant may come in the spring to help fund the project. Member McPeake suggested that the CVB help contribute to this planning. Discussion transpired. Member Corso will provide documentation to the CVB before the next board meeting.

Unfinished Business:

Aberdeen Athletic Complex/Tourism Strategic Plan – Mr. Miles referenced the handout concerning the Raymond-James Financial Analysis that was presented to County Commissioners earlier in the month along with a recap of the plan for the two new Commissioners. Based on a discussion that Mr. Miles had with the Commissioners’ Chairwoman there is no intent at this time to advance it forward for two reasons (1) location of the proposed site in southern Moore County and (2) concerns on the first four years (deficit) as well as the County involvement with the bonds/installment financing.



Home of American Golf

Member McPeake expressed her deep concern that the area needs to diversify beyond golf in order to become successful in the future.

Mr. Miles proposed looking again at the Asheville model that was presented several years ago to create a Tourism Product Development Fund where the CVB can help fund tourism projects via a well-designed vetting process and not be involved in the financing or operations aspect of these projects. It also provides a leverage mechanism that generates two to three times the investment value.

A motion was made by Secretary/Treasurer Bickart seconded by Vice Chairman Beddow that at the next CVB Board meeting in March Mr. Miles will present the Asheville Tourism Product Development Fund model which has been tremendously successful for Buncombe County. This model will be tailored for our area.

Discussion transpired.

New Business:

County Commissioner Appointment Change – Chairman Little welcomed new County Commissioner, Frank Quis, to the CVB Board.

Chairman Little reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, March 23rd, 2017 at 4pm.

There being no further business to bring before the Board, Chairman Little asked for a motion to adjourn. Chairman Little adjourned the meeting at 5:22 pm.

Respectfully submitted,

Jack Bickart
CVB Board Secretary/Treasurer

/kdd