



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

**Regular Board Meeting
Thursday, January 29, 2015**

Members Present: David Byers, Jack Bickart, George Little, Caroline Xiong, Bonnie McPeake, Tom Beddow, Ken Crow, Pat Corso, Linda Parsons, Kelly Miller, Claire Borneman

Members Absent: Randy Saunders, Wayne Vest

Staff Present: Caleb Miles, Karen Davis

The meeting was called to order at 4:01 pm by Chairman Byers.

Chairman Byers welcomed new board member, Claire Borneman, General Manager of Homewood Suites, to the CVB Board. Member Borneman introduced herself and gave a brief description of her career in the hospitality industry.

Special Presentation – Chairman Byers thanked Member Crow for his long time service to the board. Mr. Miles presented Member Crow with a plaque and gifts from the CVB staff. Member Crow thanked the board and was very appreciative of his time on the board and recognized the value of tourism in the county.

Chairman Byers asked for approval of the November 20th, 2014 minutes. Secretary Little moved for a motion to approve the minutes, seconded by Member McPeake. Motion was approved.

FINANCIAL REPORT – Secretary Little reported:

Room Tax Collections - The fiscal year thru November continues to be up 6.5% compared to last fiscal year.

Expenditures - Total revenues net expenses through November are well ahead of budget at +17% (\$120,868).

Statement of Financial Position (Balance Sheet) - Also in your board packet is the Balance Sheet/ Statement of Financial Position through December 31, 2014 (unaudited).

CVB Audit – Secretary Little noted that the final audit was sent to the full board prior to this board meeting. Mr. Miles noted that there were hard copies of the audit available for the board members.

Chairman Byers asked for a motion to approve the October and November financial statements as provided. Secretary Little made the motion, seconded by Member Beddow. Motion was approved.

Chairman Byers asked for a motion to approve the 2013-14 CVB Audit, as provided. Secretary Little made the motion, seconded by Vice Chairman Miller. The motion was approved.

ADVERTISING REPORT – Member Beddow reported:

IAGTO update, the CVB is still looking at 2016 RFP requirements, specifically space needs, sponsorships, etc. There is a meeting planned with NC Division of Tourism on February 10th in Cary to discuss their support.

Member Bickart was asked about the current status and he was unsure at this time if Pinehurst Resort will be able to meet IAGTO's requirements. Discussion transpired.

Mr. Miles played three Time Warner Cable commercials that have been produced and represent the entire area. These commercials run in several markets in NC/SC including the Triad, Charlotte, and Wilmington/Myrtle Beach areas. He also showed the board members the print ads, created in-house that are currently running in this fiscal year's co-op. He elaborated that the in-house creation saves the CVB about \$150,000 as compared to contracting an advertising agency for creative and production.

Mr. Miles also noted the CVB will be changing website vendors probably next fiscal year. He complimented the company that created Moore Alive's website, NMC - New Media Campaigns and hopes to be able to contract them for the CVB.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Sales leads generated YTD are down 2% in room nights over last fiscal year, while bookings are down slightly (1%).

Meetings & Conventions Development

- Providing area hotel rates for the Rugged Maniac (5K Obstacle Race) March event at Rockingham Dragway to secure rooms in Moore County for participants.
- Assisting Spartan Race planners with pre-event site in Moore County in preparation for the September Spartan race at Ft. Bragg jump zone.
- A press release was included in the handouts about Dixie Girls Softball Event. It is Important to note most girls' amateur sporting events typically generate more visitor spending per athlete than boys' events.

Upcoming Groups

- NC Tennis Association - January; 350 people, 205 room nights
- SCC Emergency Services - January; 300+ people, 150 room nights

- Institute of Government - February; 35 people, 50 room nights
- NC Governors Conference on Travel & Tourism - March; 550 people 569 room nights
- Small Business Center SCC - March; 75 people, 150 room nights

Area Sports Commission/Alliance - the newly formed sports alliance will meet on February 9th to review the proposed Aberdeen Sports Complex and discuss future sports marketing opportunities.

Also on the sports events front there's been some progress with US Kids Golf to have a more permanent program here in Moore County including a golf facility and home for their Foundation.

Annual Report – the annual report was included in the handouts. Mr. Miles gave a special recognition to Lisa Long, the Publications Manager, as she produced it all in house. It will be sent to tourism industry, media, elected officials, towns and Moore County Commissioners and staff.

U. S. Open Impact Numbers – Mr. Miles relayed the USGA is still not ready to release these totals, but he did show that the impact totals surpassed the projections.

CHAIRMANS REPORT – Chairman Byers reported:

Allied Association Reports:

Moore County Chamber of Commerce: Member Parsons reminded everyone of their Annual Banquet on February 12th at the Pinehurst Resort Members Club. She was elated to express the number of new members who enrolled in January which is typically a slower month. They have received a more positive vibe from the businesses.

Chairman Byers asked for an update on the building purchase. She stated that the Chamber does have a contract with escrow money and the purchaser is in the process of completing the due diligence. Earliest date that Chamber and CVB would have to move out is 5-7 months. Discussion transpired.

Moore County Partners in Progress: Member Corso declined to discuss Partners in lieu of the discussion regarding the Aberdeen Project.

Unfinished Business:

Aberdeen Athletic Complex/Development Feasibility – Mr. Miles updated the board that there is signed land option between the Ransdale family and Partners in Progress. Member Corso explained a few key points of the agreement. A vendor for the feasibility study has been chosen, (pending final contract terms are agreed upon) and the study should be finalized by May. Discussion transpired.

A handout was included to determine the members of a new feasibility committee to help with the process of the study. Chairman Byers asked for approval of the new committee.



Home of American Golf

Vice Chairman Miller moved for a motion, seconded by Secretary Little.

New Business:

Chairman Byers reminded everyone of the next CVB Board Meeting is scheduled for Thursday, March 26, 2015 at 4pm.

There being no further business to bring before the Board, Chairman Byers asked for a motion to adjourn. Vice Chairman Miller made the motion and Secretary Little seconded. The meeting was adjourned at 5:20 pm.

Respectfully submitted,

George Little
George Little
Secretary/Treasurer