



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

**Regular Board Meeting
Thursday, January 30, 2014**

Members Present: David Byers, Tom Pashley, Pat Corso, Ken Crow, Tom Beddow, George Little, Bonnie McPeake, Caroline Xiong

Members Absent: Carrie Neal, Wayne Vest, Patrick Coughlin, Kelly Miller, Randy Saunders

Staff Present: Caleb Miles, Karen Davis

The meeting was called to order at 4:02 pm by Chairman Byers.

Chairman Byers asked for approval of the October 24, 2013 minutes. Member Beddow moved for a motion to approve the minutes, seconded by Member Crow. Motion was approved.

FINANCIAL REPORT – Mr. Miles reported for Secretary/Treasurer Little:

Room Tax Collections - September, October, and November have increased significantly, up 12.8% compared to last fiscal year; collections are up 1.3% to budget.

Expenditures - Expenses YTD through November are well below budgeted (-37%).

Statement of Financial Position (Balance Sheet) - Also in your board packet is the Balance Sheet/ Statement of Financial Position (unaudited).

Chairman Byers asked for a motion to approve the financial statements as provided. Member Crow made the motion, seconded by Member Beddow. Motion was approved.

ADVERTISING REPORT – Member Beddow reported:

Beverly Stewart attended the Travel South International Marketplace in November 2013 and was very successful with 30 appointments – Canada, Brazil, Germany, China, United Kingdom, France Netherlands, and Korea. This is an effort co-op with NC Division of Travel and Tourism. Mr. Miles reported that we are making new in-roads with these tour operators after being out of this market for several years. Discussion transpired.

Mr. Miles discussed the Canada Golf and Leisure Tradeshow are being researched for fiscal year 2014-15.

Mr. Miles stated that a strategy for China market needs to be developed. A North Carolina receptive operator is preferred to take care of the tourists regarding the language barrier, etc. once they arrive in the United States. Member Beddow asked Member Pashley about Pinehurst



Resort's international strategy and be indicated that International currently, was not a priority for the resort nor did currently account for much business. Discussion transpired.

CVB Collateral Materials – Mr. Miles presented the 2014 Visitor Guide 5 new cover options as well as the hard copy. The new 2014 Essentials was also shown to the board. This piece is produced largely in-house with only the extra printer expenses.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Meetings & Conventions - Sales leads generated YTD are up 26% in room nights over last fiscal year, while bookings are up 15%.

CVB Director of Sales voted Meeting Pro Watch in 2014 by Convention South Magazine: Congratulations to Beverly, who was selected as a MEETING PRO TO WATCH IN 2014 by ConventionSouth magazine. Beverly is traveling today so I'd like to formally recognize her at our next board meeting.

The Moore County area also received Convention South's Annual Readers' Choice Award for the 5th time. The award is voted on by meeting professionals who nominate the meeting sites they believe provide exemplary service for group events.

Upcoming Groups:

- Weymouth Woods 100K Trail Run - January 100 attendees; 150 total room nts.
- NC Dermatologist Association - January 235 attendees; 225 total room nts
- Construction Professionals of NC - February 110 attendees; 85 total room nts.
- NC Neurological Society - February 150 attendees; 300 total room nts.
- 2014 Scully - Cannon Wedding - March 200 attendees; 200 total room nts.

Public Relations/Publicity: Total Value: \$174,217 (Local articles not listed but included in value)

Mr. Miles reported that the area is getting lots of exposure thanks to the U. S. Open Championships in June. Two to note are:

- Linda Hartough Paints Pinehurst to Commemorate 2014 U.S Open Championships – GolfWeek.
- Charlotte Influence Big Part of Pinehurst, U.S. Open in 2014 – Charlotte Business Journal. Ad Value: \$878
- DriveTime – Charlotte Observer. Ad Value: \$19,061

2014 US Opens – Mr. Miles displayed slides and provided updates on several issues with the U.S. Open Championships as well as NC Commerce/CVB partnership for the corporate hospitality tent, which includes tickets each day as well as food and beverage. He noted that NC Commerce will send out all invitations.



The CVB has partnered with Sandhills Community College to train the several hundred volunteers needed for the Visitor Information Centers at the main gate, auxiliary gates, Raleigh Durham Airport, Moore County Airport as well as the towns. SCC will provide customer service training as a minimal cost to the CVB. This training will be completed by mid-May 2014.

Member Corso added that the USGA is providing the U.S. Open Experience in the Village of Pinehurst and the town of Southern Pines is planning on having live bands and other festivities to draw the crowds there after the tournament on three nights.

The CVB has partnered with the Moore County Realtors Association for help with the home rentals during the U. S. Open Championships. The Realtors Association has decided to list all participating rentals for the tournaments on their MLS website to have one central location for potential clients as well as to ensure the costs will be affordable. The goal is to keep as many spectators here in Moore County to maximize visitor spending.

Moore Opportunity Update – Mr. Miles stated that the website vendor is doing a great job and displayed the new landing page, www.moorealive.com. The funding presentations to towns are almost completed with Foxfire Village, Whispering Pines, Vass and Seven Lakes left. Member Corso thanked Mr. Miles for his work and explained how well Economic Development and the CVB works together for the common good of Moore County.

2013 CVB Annual Report - the staff had hoped to have completed the annual report by January, but the schedule is behind. It will be produced again in-house and outputted on the copier and the digital version will be used for most of the circulation.

CHAIRMANS REPORT – Chairman Byers reported:

Allied Association Reports:

Moore County Chamber of Commerce – Chairman Byers would like to thank Member Coughlin for his service over the years and wish him well in his new position with Cabarrus County. Mr. Miles will present a plaque to him before he leaves since he was unable to attend the meeting today.

Moore County Partners in Progress – Member Corso had nothing further to discuss.

Old Business:

Proposed CVB Public Policy Program and Committee – included in the board packet handouts was a draft of a proposed CVB public policy program including a new committee to handle any new issues. He asked for the board to review the draft and let him know their comments by the next meeting.



New Business:

CVB Audit – Martin Starnes & Associates – the CVB received a clean audit report which was emailed to everyone earlier this month. Discussion transpired.

Chairman Byers asked for a motion that the audit was received by everyone. Member Little moved for a motion, seconded by Member Crow.

Operational Policies – The Local Government Commission now requires CVBs (public authorities) to adopt County policies or create their own. Member Little recommended that the CVB committees responsible for specific areas will review current Moore County policies and report back to the full board.

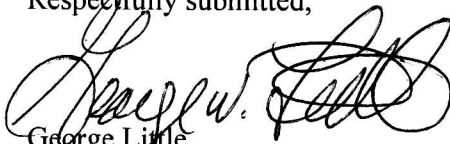
Future contract option with Martin Starnes & Associates – Moore County has not chosen an auditor yet for next fiscal year, but will during the February session. Martin, Starnes, & Assoc. has provided pricing and asked for the CVB to enter into a 5 year contract. Member Xiong stated that the CVB board has the option to review the 5 year contract every year and there is an exit clause. Chairman Byers asked for a motion to approve Martin, Starnes & Associates as the auditor subject to Moore County Commissioners' acceptance as the County's auditor and review of the exit clause available. Member Little moved for a motion, seconded by Member Beddow.

Member McPeake asked for clarification regarding a personnel issue. The meeting was suspended at 5:07pm to enter into closed session.

Chairman Byers reminded everyone of the next CVB Board Meeting is scheduled for Thursday, March 27, 2014 at 4pm.

There being no further business to bring before the Board, Chairman Byers adjourned the meeting at 5:15pm.

Respectfully submitted,



George Little
Secretary/Treasurer