



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

**Regular Board Meeting
Thursday, October 24, 2013**

Members Present: David Byers, Patrick Coughlin, Tom Pashley, Pat Corso, Ken Crow, Tom Beddow, George Little, Kelly Miller, Bonnie McPeake, Randy Saunders

Members Absent: Carrie Neal, Wayne Vest

Staff Present: Caleb Miles, Karen Davis

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

Chairman Byers congratulated Member Pashley on his recently announced promotion to become the President of Pinehurst Resort. Member Pashley said he is very excited and thanked Pat Corso for aiding with his career, which has spanned 17 years now.

Chairman Byers asked for approval of the August 22, 2013 minutes. Member Miller moved for a motion to approve the minutes, seconded by Member McPeake. Motion was approved.

FINANCIAL REPORT – Member Little reported:

Room Tax Collections - This is our first look at the new fiscal year and it's off to a good start. July and August have increased significantly, up 17.8% compared to last fiscal year; collections are up 6% to budget.

Expenditures - expenses YTD through August are well below budgeted (37%) understanding much of our fall marketing expenses will show up in September and October's reports.

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 Little made the motion, seconded by Member Beddow. Motion was approved.

ADVERTISING REPORT – Member Beddow reported:

The Marketing Committee meeting had a good review of the Tourism25 Conference including the survey which was included in the handouts. Discussion transpired.

The Partners in Progress Moore Opportunity presentation was also reviewed. Pat Corso discussed the Moore Opportunity website project and announced a \$50,000 grant had just been received from Duke Energy. PIP hopes to get additional monies from each of the Moore County



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municipalities as well as the County to help fund this important project. The goal is for the website to be live by the end of the first quarter. A working example of this kind of website is www.workinthetriangle.com. Discussion transpired.

Working a partnership with NC Division of Tourism, the area will be represented in the international marketing arena through a tradeshow called “Travel South International Showcase” being held in Nashville, TN in December. Mr. Miles displayed the latest international marketing data from the NC Dept. of Commerce and Visa via PowerPoint.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Meetings & Conventions - Sales leads generated YTD are up 17% in room nights over last fiscal year, while bookings are off 9% due to the loss of NC Tennis Association.

The CVB and MC Parks & Recreation went to Albany, GA, to present the area bid for the 2015 World Series of Dixie Girls Softball. The bid was secured and the event will come to Moore County in August 2015. Teams from 11 states in the Southeast will be represented which includes over 900 attendees and 1,300 projected room nights.

The CVB worked with Pinehurst Resort to secure the 2015 N.C. Governor’s Conference on Tourism in March 2015 with 550 people attending and 569 projected room nights.

Upcoming Groups:

- 2013 Symposium on Affordable Golf – October; 200 people, 200 total room nights
- Harris – Thompson Destination Wedding – October; 200+ people, 200 total room nights
- Senior Amateur Golf Tour – November; 325 people, 550 total room nights
- 2013 Annual Meeting – NC Local Government Information Systems Assoc. - November; 350 people, 630 total room nights
- 2013 Systems Engineers Conference – December; 60 people, 88 total room nights

Public Relations/Publicity – Most of the ad value generated by articles commenting and reviewing the movie, “The Short Game”. Mr. Miles discussed how this movie about the US Kids Championship has become popular through the late night talk show circuit and advised everyone to see it at the local theatre before it’s gone.

2014 U.S. Open Championships – Mr. Miles provided an update on housing, ticket sales, corporate hospitality, signs, banners, marketing, public relations, Partners in Progress, and the USGA. Working with the Moore County Realtors Association, the MLS system will now be used to streamline the home rentals program and make rentals more affordable. The corporate hospitality tents are almost sold out. The CVB has partnered with the NC Dept. of Commerce for a hospitality tent.

The NC Dept. of Transportation has completed the U.S. Open Championship signs approval process and we are awaiting a date for installation. Please monitor your email closely for the date and time for a photo opportunity event for this.



As in years past, the very popular U.S. Open banners that the CVB is working with the USGA to produce will happen again, but it looks like it will be next spring before they are available for purchase.

The CVB is working in conjunction with Integritive, the website vendor, on a U.S. Open Championship blog and social media campaign.

NC Tourism Impact – County Report – Mr. Miles showed slides reviewing the annual research from NC Tourism/US Travel Association. Moore County has an 5% increase (correction) in tourism expenditures and remained 11th in the state with \$392 million. Unlike other industries, tourism jobs cannot be exported to other countries and put into perspective, this means that every household in the county realized a saving of over \$1,000 for the year, thanks to visitor spending and taxes it generates. Occupancy percentages, average daily rates, and demand numbers have all registered solid increases.

CVB Board Public Policy Position Procedure - at the end of the last board meeting the development of a process for the board to take positions on public policy/legislative issues was discussed. After much research for a template to use from another CVB, the right one has not been found yet. The goal is to have one to review at the next board meeting.

CVB Staffing –the CVB is in the process of making a change in the staff as Yolanda Pinero, Visitor Convention Services Manager, is no longer with the CVB. A search for her replacement has begun and although it is a part time position, it is still a key one going into 2014, with the U.S. Open Championships.

Awards & Recognition – the CVB again has been awarded the following:

- DMANC Destination Marketing Awards
 - Platinum – Print Advertising – Core Golfer Ad
 - Gold – Print Advertisement – USKG, “Relax Your Grip” Ad
- Convention South
 - Readers Choice Award for best meeting destinations
 - Of 500 nominations, 150 were selected in 15 states
 - NC had just 10 winners, of which only 4 were CVBs

CHAIRMANS REPORT – Vice Chairman Miller reported:

Allied Association Reports:

Moore County Chamber of Commerce – Member Coughlin reminded everyone that they are invited to attend a Town Hall Meeting hosted by the Moore County Chamber of Commerce and the USGA in preparation for the 2014 U.S. Open Championships. The keynote speaker for this event will be Leighton Schwob with the USGA. He will provide an update on the impact of the U.S. Open Championships, in addition to the services and products the vendors will need to execute the Opens.



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Moore County Partners in Progress – Member Corso thanked Mr. Miles for all his time and efforts on the Moore Forward project. He expressed that this website will position our rural community well. He and other board members are attending Secretary of Commerce, Sharon Decker's, Listening Tour and discussed the prosperity zones. He is also a member of the State's Economic Development Board.

Old Business:

Mr. Miles stated that the CVB's audit was almost complete and after approval from the Local Government Commission the results should be available at the next meeting.

Member Little noted that Governor McCrory is committed to this area and the U.S. Open Championships. He will be here during the two week event.

Chairman Byers reminded everyone of the next CVB Board Meeting is scheduled for Thursday, December 12, 2013 at 4pm.

There being no further business to bring before the Board, Chairman Byers adjourned the meeting at 4:55pm.

Respectfully submitted,

George Little
Secretary/Treasurer