



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

**Regular Board Meeting
Thursday, November 19, 2015**

Members Present: David Byers, Jack Bickart, Tom Beddow, George Little, Claire Borneman, Linda Parsons

Members Absent: Randy Saunders, Wayne Vest, Pat Corso, Caroline Xiong, Kelly Miller, Bonnie McPeake

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 September 24th and October 19, 2015 minutes. Secretary/Treasurer Bickart moved for a motion to approve the minutes, seconded by Member Byers. Motion was approved.

FINANCIAL REPORT – Secretary/Treasurer Bickart reported:

Room Tax Collections - The fiscal year collections YTD thru September are up 8.7% over last fiscal year and in solid shape thru the first quarter.

Expenditures - Total expenditures through September are below budgeted by 5% (\$16,573), putting us on target to budget as well.

Statement of Financial Position (Balance Sheet) - Also in your board packet is the Balance Sheet/ Statement of Financial Position through October 31, 2015 (unaudited).

Chairman Little asked for a motion to approve the August and September financial statements as provided. Secretary/Treasurer Bickart made the motion, seconded by Member Byers. Motion was approved.

CVB Final Audit Report – the audit is anticipated to be completed by the next board meeting, after it has been reviewed by the NC Local Government Commission.

ADVERTISING REPORT – Member Beddow reported:

IAGTO update was provided by Secretary/Treasurer Bickart. He reported there are now 149 wholesale tour operators booked with a waiting list. That number plus the suppliers will total over 500 people. He thanked Mr. Miles for his help with recruiting sponsors for the event. The CVB is a sponsor for the event including the Sunday night function. NC Tourism has helped tremendously as well. Discussion transpired.

The Advertising/Marketing Committee will meet in January to set priorities for FY 2016-17. The results from the tourism study should be available to be utilized in making these plans.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Meetings & Conventions Development

Lead room nights are up 23% with bookings room nights up 30% through the first four months of the fiscal year.

Upcoming Groups:

- Coastal Pathology Annual Event - December
- NC Barbershop Harmony Brigade - January
- Sandhills Regional Fire College – January
- Rugged Maniac is returning to the Rockingham Dragway for the 2nd time on May 14th, 2016.
 - The course will have 25 obstacles over 3.1 miles.
 - They have 20 Heats (starts) with a limit of 300 people per heat. If full 6,000 participants and it's already 44% sold out.
 - Spectators are welcome and no fee is charged.
 - We've confirmed a second Rugged Maniac for the fall of 2016 at Rockingham as well.

TEAMS Conference – NC Sports Association members met with 53 clients on November 11th & 12th and sponsored a lunch for the conference. NC Sports Association also held a private reception for clients. Many clients were there representing various sports including American Bass Anglers, USA Triathlon, National Collegiate Roller Hockey Assoc., Powerman North American, Tough Mudder, USA Archery, Orienteering USA, USA Rugby, National Horseshoe Pitchers Assoc., Professional Disc Golf Assoc.

New Website - the new website based on what has been seen so far will be a big step forward in design, functionality, flexibility and performance. The goal is to launch in early 2016.

Aviv Moon Video Production – the CVB's video project is progressing very well. We've seen the first rough cut and the drone shots are stunning. Aviv Moon should have it finished by the end of the year. There are three videos, one of the area, one for golf, and one for craft beer/dining.

Visitor Study – Dr. Brothers of NC State has completed a rough draft with only findings, recommendations are left to complete. Those should be available in January.

NC Tourism – the team from VisitNC was here today for a listening tour. We were very impressed with their team and are happy with the direction of the new public/private partnership.

CHAIRMANS REPORT – Chairman Byers reported:

Allied Association Reports:



Home of American Golf

Moore County Chamber of Commerce: Member Parsons gave an update on Chamber activity and the building. The building is supposed to close next Wednesday, November 25th. Discussion transpired.

Member Parsons also noted it's been a good year with memberships and mark your calendar for the Chamber Annual Banquet is Thursday, February 11th, 2016.

Unfinished Business:

Aberdeen Athletic Complex/Development Feasibility – Chairman Little asked Mr. Miles for an update on the sports complex. Mr. Miles said he continues to receive questions and additional information from people in the community and elected officials. He is meeting with the Town of Aberdeen to help refine infrastructure costs as well as other logistics to help lower the overall construction costs determined in the Pro Forma. Discussion transpired.

New Business:

CVB office Relocation – Mr. Miles updated that the search for a new office building has been very difficult. We have narrowed it down to one location in downtown Southern Pines, but it will need to be up-fitted. Under this scenario, the CVB would partner with Welcome to Southern Pines, Inc. at the Amtrak Depot to combine our Visitor Information Center efforts into one location. There will be no rental cost for the CVB. Discussion transpired.

The board will receive all the financial information for the new office location as soon as the details are finalized.

Chairman Little reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, January 28th, 2016 at 4pm.

There being no further business to bring before the Board, Chairman Little adjourned the meeting at 5:05 pm.

Respectfully submitted,

Jack Bickart
CVB Board Secretary/Treasurer

/kdd

