



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

**Regular Board Meeting  
Thursday, November 20, 2014**

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

Members Absent: Kelly Miller, Randy Saunders, Linda Parsons, Wayne Vest

Staff Present: Caleb Miles, Karen Davis

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

Chairman Byers asked for approval of the September 25th, 2014 minutes. Member McPeake moved for a motion to approve the minutes, seconded by Member Crow. Motion was approved.

**FINANCIAL REPORT** – Mr. Miles reported for Secretary Little:

**Room Tax Collections** - The first quarter of the fiscal year thru September is up 5% compared to last fiscal year. September was particularly strong up 15.1% and a record month. Mr. Miles displayed slides showing the record months of July and September, with August slightly down.

**Expenditures** - Total revenues net expenses through September are well ahead of budget at +30% (\$127,089).

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

**CVB Audit** – Mr. Miles noted that the final audit will be sent out to the full board prior to the next board meeting.

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

**ADVERTISING REPORT** – Member Beddow reported:

The Advertising Committee had a meeting in October to review plans for international marketing, some new creative and CVB website advancements. We'll have the final version of the print and TV creative to show you at the next board meeting.

For international marketing specifically golf related, the committee reviewed the possibility of hosting the IAGTO North American Conference here in 2016 at Pinehurst Resort. The specifics are being examined now to determine logistics, costs, and benefits. Member Bickart announced



that Pinehurst Resort has been named the North American Resort of the year at the IAGTO Conference in Italy. Discussion transpired.

### **PRESIDENT & CEO REPORTS – Mr. Miles reported:**

Sales leads generated YTD are up 3% in room nights over last fiscal year, while bookings are up 4%.

### **Meetings & Conventions Development**

- Meeting Professionals Intl. Carolinas Chapter is currently meeting at Pine Needles.
- 2015 NC Governor’s Conference on Travel & Tourism at Pinehurst Resort - March 8-10, 2015 planning now. Mr. Miles asked the board to please put these dates on their calendars. Registration will be in early 2015. Secretary Little announced that he has historical pictures of the first and second Governor’s Conferences from the early 70s.
- The CVB is working with Moore County Parks & Rec. on a bid for 2016 Top Gun Sports Baseball /Softball tournaments.

### **Upcoming Groups**

- Team Rhino LLC (youth wrestling) - November 400 people; 120 room nights
- NC Barbershop Harmony Brigade - January 225 – people; 240 room nights
- Weymouth Woods 100K Trail Run - January 150 people; 225 room nights

**Literary Marketing** - part of the CVB’s plan to diversify and grow the destination through new visitor products includes exploring the area of literary tourism, which is experiencing resurgence. Mr. Miles displayed slides on the subject which were discussed at the first meeting last Monday.

**Area Sports Commission/Alliance** - we held our third meeting of the newly formed Sports Alliance in late October. The goal was to learn from a few of the best state destinations who have established sports marketing campaigns in place – Greater Raleigh and Burlington / Alamance County. A few more slides were shown to help recap that session.

**CDME** – Mr. Miles thanked the board for the opportunity for some excellent seriously focused professional education, as he started the CDME program this month. It was challenging and inspiring and includes the writing requirement of an APA formulated 15 page paper and shorter papers required after each session. The sessions focus this time was on destination leadership and product development.

### **Destination Marketing/Management & Economic Development**

Mr. Miles shared a few slides from a presentation assembled by DMAI, the trade association on Destination Next and how CVBs are transforming themselves to assure effectiveness and relevance.



*Home of American Golf*

**DMANC Marketing Awards** – the CVB received 5 awards – 4 of which were platinum. The most received of any CVB in the state. They were on display for the board members to view.

Carthage received some more good news today. The town just received a Cooke Foundation grant (\$10,000) to use on the second downtown mural. The first one turned out great and has served as a real morale booster for the town and its economic development efforts.

**CHAIRMANS REPORT – Chairman Byers reported:**

**Allied Association Reports:**

**Moore County Partners in Progress:** Member Corso discussed the possibility of a manufacturing company coming to our area that could re-establish Moore County in the manufacturing industry. Discussion transpired.

**Unfinished Business:**

Aberdeen Athletic Complex/Development Feasibility – Mr. Miles updated the board that there is still discussion between the two attorneys in order to craft an option on the land. The request for qualifications has been sent and five firms have been received. A grid has been completed by Partners in Progress that illustrates each company's qualifications.

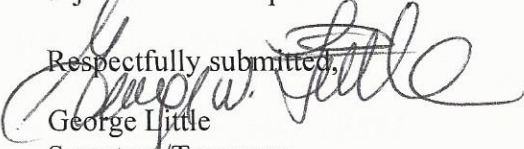
Discussion transpired.

**New Business:**

Chairman Byers reminded everyone of the next CVB Board Meeting is scheduled for Thursday, January 29, 2014 at 4pm.

There being no further business to bring before the Board, Chairman Byers asked for a motion to adjourn. Member McPeake made the motion and Member Crow seconded. The meeting was adjourned at 4:50 pm.

Respectfully submitted,

  
George Little  
Secretary/Treasurer