



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

**Regular Board Meeting
Tuesday, December 8, 2016**

Members Present: George Little, David Byers, Jack Bickart, Linda Parsons, Bonnie McPeake, Tom Beddow, Pat Corso, Terra Vuncannon for Caroline Xiong

Members Absent: Randy Saunders, Wayne Vest, Caroline Xiong, Kelly Miller, Claire Borneman

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 22, 2016 minutes. Secretary/Treasurer Bickart moved for a motion to approve the minutes, seconded by Member Byers. Motion was passed.

FINANCIAL REPORT – Secretary/Treasurer Bickart reported:

Room Tax Collections – We’ve had a great start to the new fiscal year. The new fiscal year collections for July thru October are up, 6.6% to prior year with strong August (+22%) and October (+9%) totals.

Expenditures - The overall position through the fourth month of the fiscal year shows a positive variance to budget of \$99,297 (18%) with revenues in excess of expenditures of \$127,259.

Statement of Financial Position (Balance Sheet) - Also in your board packet is the Balance Sheet/ Statement of Financial Position through November 30, 2016 (unaudited).

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

FY 2017-18 Budget Process - Mr. Miles displayed a PowerPoint presentation reflecting the time line for the next fiscal year’s budget process. Discussion transpired.

December - review of first half of current fiscal year preliminary revenues projected

January - CVB Department funding/project requests
CVB Co-op Program Media Budget completed

February - FY 17-18 CVB Budget, first draft completed

March - Finance Committee Meeting and CVB Board presented budget

April - Budget Submitted to County of Moore

May - CVB Budget Packet presented to CVB Board for final approval



ADVERTISING REPORT – Vice Chairman Beddow reported:

CVB New Creative – the Marketing Committee had a productive conference call with Bouvier Kelly in October that set the stage for new creative we want to share with the board today. Mr. Miles displayed some slides of the new creative that should last for at least two years. Discussion transpired.

2017 Destination Guide – the new guide is in final print production this month and a preview was provided by Mr. Miles. Discussion transpired.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Meetings & Conventions Development - Leads activity in room nights is up slightly 3.5% compared to last year thru November, while bookings in room nights are down 38% YTD, because we didn't have the large Spartan Race & World Series Dixie Softball events this year.

Upcoming Groups:

- NC Guardsman – December; 500 people, 320 room nights
- Sandhills Gymnastics - 300+ people, 300 room nights
- NC Dixie Youth Baseball/Softball – January; 300 people, 300 room nights
- Edward Jones – January; 130 people, 180 room nights
- SCC Emergency Services College – January; 400 + people, 180+ room nights

DMAI Group Economic Impact Calculator – the goal is to be operational by January 1st. It is the official industry standard for measuring economic value of events (meetings, conventions, etc.) and calculating ROI to local taxes. Discussion transpired.

Public Relations - Mr. Miles presented a slide detailing “PR wins” including the *Business NC* profile of our community showcased; *American Road* will feature Highway 15; including our area. WRAL's Tarheel Traveler, Scott Mason, visits Weymouth Christmas House. (this spotlight can be found on WRAL's website in case you missed it.)

The Best of *Our State* will be at Pinehurst Resort the first weekend in January. This sold out event features great speakers including editors, writers and artists. The event will be back in 2018. The CVB will host the editor and her staff for a pre-familiarization and post-familiarization of our area. Discussion transpired.

PIT – People First Tourism – Mr. Miles showed a Power Point of an exciting new product. The CVB will be working with this micro-entrepreneur digital platform startup developed out of NCSU. Discussion transpired.

Accolades – The Bureau was proud to announce that the Destination was awarded two Platinum awards for the new website and IAGTO familiarization tours. Also, two Gold awards were presented for the Holiday in the Hollies print campaign and meetings and groups collateral.

In addition, *Convention South* proclaimed the CVB with a 7th Readers' Choice Award for excellence in meetings sales/services.



CHAIRMANS REPORT – Chairman Little reported:

Allied Association Reports:

Moore County Chamber of Commerce: Member Parsons stated that the Chamber has received another offer on the building with more information expected soon if/when a contract is signed. The Chamber is restructuring their membership levels after 49 years of keeping it the same. The new membership levels will be based on the member's desire to participate in the Chamber events which is a more customizable membership compared to charging per staff member. She reminded everyone of the 50th Chamber Annual Banquet on Friday, March 17th, 2017 at Pinehurst Resort. Southern Pines Brewery is making a brand new beer specifically for the event.

Moore County Partners in Progress: Member Corso reported that there is new interest from a healthcare rehab hospital that could potentially bring 100 new jobs to the area. Also, a company who develops gated communities for dementia patients is also interested in the area.

A commerce park is being investigated again for the entire County with several of the electric companies' co-ops including Randolph, Central and Duke Energy providing financial support for the planning. Member Corso also noted that the Farmers are working with Partners in Progress on a new Food Hub and received the Golden Leaf grant. Discussion transpired.

Unfinished Business:

CVB Offices Status/Lease - Mr. Miles stated that the CVB is still looking for office space in the event a move is necessary. If anyone has recommendations, please let us know.

CVB Board Member Commitment Form – Chairman Little requested that anyone who hasn't signed and returned the CVB Board Commitment Form to do so before the next board meeting in January. Member McPeake requested staff investigate policy related to implementation of commitment form for all members.

Aberdeen Athletic Complex/Tourism Strategic Plan – Mr. Miles referenced the handout that was emailed earlier in the week concerning the Municipal Financial Advisor Contract with Raymond-James for \$15,000. The group has helped with such projects as the Wilmington Convention Center, Western Carolina and several other public authorities across North Carolina. The target date is mid-January to go back to the County with a revised plan for funding the sports complex. Discussion transpired. Member McPeake moved for the motion to approve the proposed contract with Raymond-James, seconded by Member Byers.

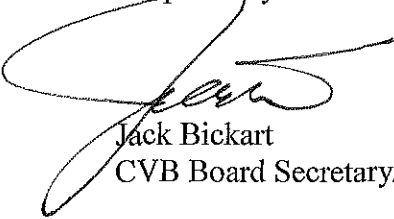
New Business:

County Commissioner Appointment Change – Member Saunders was thanked for his service to the CVB Board. At this time, it is unclear when the next County Commissioner will be appointed to the CVB Board.

Chairman Little reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, January 26th, 2017 at 4pm.

There being no further business to bring before the Board, Chairman Little asked for a motion to adjourn. Chairman Little adjourned the meeting at 5:20 pm.

Respectfully submitted,



Jack Bickart
CVB Board Secretary/Treasurer

/kdd