



Home of American Golf

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

**Regular Board Meeting
Thursday, February 18, 2016**

Members Present: David Byers, Jack Bickart, Tom Beddow, Claire Borneman, Linda Parsons, Caroline Xiong, Kelly Miller (by telephone), Bonnie McPeake

Members Absent: George Little, Randy Saunders, Wayne Vest, Pat Corso

Staff Present: Caleb Miles, Karen Davis

The meeting was called to order at 4:01 pm by Vice Chairman Beddow.

Vice Chairman Beddow asked for approval of the November 19, 2015 minutes. Secretary/Treasurer Bickart moved for a motion to approve the minutes, seconded by Member McPeake. Motion was approved.

FINANCIAL REPORT – Secretary/Treasurer Bickart reported:

Room Tax Collections - The fiscal year collections YTD thru December are up 4.7% over last fiscal year and in good shape thru the second quarter. The month of December was very strong, up 17% to budget.

Expenditures - Total expenditures through December are below budgeted by 4.1% (\$31,297), keeping us on target to budget.

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

CVB Final FY 2014-15 Audit Report - Martin & Starnes LLC audit documents were sent to the board earlier in February. They were reviewed and approved by the NC Local Government Commission as well. Secretary/Treasurer Bickart read from the audit that all findings were very favorable.

CVB Preliminary Budget – Mr. Miles explained that based on the County’s timeline, included in the handouts is the preliminary budget to be submitted to the County prior to our board’s Finance Committee full review/approval process in April. Discussion transpired.

Vice Chairman Beddow asked for a motion to approve the October, November, and December financial statements, audit and Preliminary Budget as provided. Member McPeake made the motion, seconded by Member Byers. Motion was approved.

ADVERTISING REPORT – Vice Chairman Beddow reported:



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IAGTO update was provided by Secretary/Treasurer Bickart. He said that they are in the process of collecting money from the ten sponsors. 140 buyers and 100 suppliers have committed to attend with a total including spouses of 450 people. Discussion transpired.

Advertising/Marketing Committee met early this month to set priorities for FY 2016-17 plan. The committee discussed how to possibly advertise locally to help with the reunions and milestones market. The agenda and notes are in the handouts.

CVB Market Research – Mr. Miles displayed the initial findings of the visitor study conducted by NC State Professor, Gene Brothers. Some of the takeaways focused on key destination attributes including golf, scenic landscape, relaxation, craft beer/wine, dining as well as new target markets. He also discussed the perception of the area, cost, and value. Discussion transpired.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Meetings & Conventions Development

Lead room nights are up 16% with bookings room nights up 25% through the second quarter of the fiscal year.

CVB received the 6th Convention South Readers Choice Award - Only the top vote getters out of approximately 2,000 meeting sites receive this special recognition. Hundreds of nominations were submitted, but the one particular trait possessed by the nominees was “a commitment to providing the highest quality service to groups.” Mr. Miles revealed the award to the board and recognized Beverly Stewart and her support staff.

Vice Chairman Beddow announced that the US Kids Regional Event Qualifier will be 4th of July weekend this year. This is a new event and is a good time frame for the area.

2nd Rugged Maniac event at Rockingham Dragway is May 14th with a possible fall event. May 14th is the main event with participation already 50% sold. 5,000+ people will attend with most of the rooms booked in Moore County.

Dixie Girls State Tournament - won the bid at the January annual meeting. The event will be held in July 2017 for 25+ Teams and will be played at Hillcrest Park with practice facilities at schools in southern Moore County.

Upcoming Groups:

- NC Department of County Social Services – February; 100 people, 15 room nights
- Emergency Services Fire Officer Training – February; 30 people, 120 room nights
- SWAC Boys 12U State Basketball – March; 300 people, 200 room nights
- SoCon Men’s Golf Championship – April; 250 people, 400 room nights

New Website - the new website is anticipated to be a big step forward in design, functionality, flexibility and performance. The goal is still to launch by the end of March.

Aviv Moon Video Production – our video project is completed. Mr. Miles played the one that highlights dining, shopping and craft beer/wine. The links to all the videos will be emailed to the board next week. Discussion transpired.

CHAIRMANS REPORT – Vice Chairman Beddow reported:

Allied Association Reports:

Moore County Chamber of Commerce: Member Parsons gave an update on the building. She acknowledged the building will remain on the market. There has been a 3.5% increase in Chamber member retention. Discussion transpired.

Unfinished Business:

Vice Chairman Beddow announced there is a handout of the CVB Committee Assignments.

CVB Offices Status/Lease – Mr. Miles relayed that he will be negotiating with the Chamber about a new lease to sign for the CVB Offices. The current lease ends on June 30, 2016.

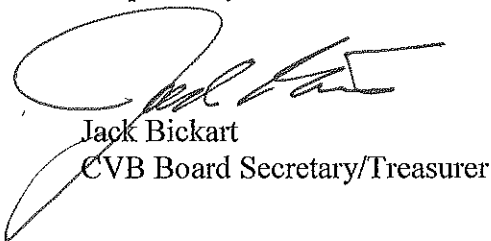
Aberdeen Athletic Complex/Development Feasibility – Vice Chairman Beddow asked Mr. Miles for an update on the sports complex. Mr. Miles said he has been discussing financing with a bank and should have a terms sheet soon. There is no new date yet to meet with the County Commissioners. Discussion transpired.

New Business:

Vice Chairman Beddow reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, March 24th, 2016 at 4pm, but will only be used as needed for Tourism Strategic Plan/Sports Complex.

There being no further business to bring before the Board, Vice Chairman Beddow asked for a motion to adjourn. Members McPeake moved for the motion, seconded by Secretary/Treasurer Bickart, the meeting adjourned at 5:03 pm.

Respectfully submitted,



Jack Bickart
CVB Board Secretary/Treasurer

/kdd