



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

**Regular Board Meeting
Thursday, March 23, 2017**

Members Present: George Little, Linda Parsons, Bonnie McPeake, Tom Beddow, Pat Corso, Frank Quis, Caroline Xiong

Members Absent: Jack Bickart, Kelly Miller, David Byers, Claire Borneman, Wayne Vest

Staff Present: Caleb Miles, Karen Davis

The meeting was called to order at 4:03 pm by Chairman Little.

Chairman Little asked for approval of the January 26, 2017 minutes. Vice Chairman Beddow moved for a motion to approve the minutes, seconded by Member McPeake. Motion was passed.

FINANCIAL REPORT – Mr. Miles reported for Secretary/Treasurer Bickart:

Room Tax Collections – YTD collections through January are up, 7.9% to prior year with January registering an all-time record collection. Room Occupancy Tax totals through January have set record high collections for 5 of 7 months. The last year that pace was registered was 2007-08 with 7 record months over a full 12-month fiscal year.

Expenditures - The overall position through the seventh month of the fiscal year shows a positive variance to budget of \$88,419, as expenditures remain well below our projections, while revenues are inline.

Statement of Financial Position (Balance Sheet) - Also included in the board packet was the Balance Sheet/ Statement of Financial Position through February 28, 2017 (unaudited).

Chairman Little asked for a motion to approve the December and January financial statements as provided. Member Quis made the motion, seconded by Member McPeake. Motion was approved.

CVB FY 2017-18 Preliminary Budget - The same process will be followed for the fiscal year 2017-18 budget by requesting the passage of a preliminary budget now so it can be included in the county budget process. Next, the Finance Committee will go through a full draft/review of the budget in April. Then at the May meeting, the final budget will be provided with full budget packet with backup for final approval. The preliminary budget was emailed earlier this week. Motion to approve by Vice Chairman Beddow. Seconded by Member McPeake.

Budget Amendment - As we discussed at the last meeting, per instructions from the Local Government Commission, the CVB is required to make a budget amendment for the 7% Airport Interlocal Agreement funds used to upgrade the airport so it is recorded as an expense. In the



handouts is paperwork for this amendment that once approved will go to the commissioners for approval. Motion to approve by Vice Chairman Beddow, seconded by Member Quis.

Martin Starnes Auditor's Contract - We recommend continuing engaging the same firm the County uses, Martin Starnes & Associates, for FY 2016-17 audit. A copy of the contract is in your handouts. The interim audit will take place in May 2017. Discussion transpired. Motion to approve by Member McPeake. Seconded by Vice Chairman Beddow.

ADVERTISING /MARKETING – Vice Chairman Beddow reported the CVB New Creative for Leisure/Meetings will be produced by Bouvier Kelly using the same process as used for the new golf creative. Our Marketing Committee will meet to review Bouvier Kelly's work once they have designed new concepts to present.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Meetings & Conventions Development - Leads activity in room nights is up (17%) compared to last year thru February, while bookings in room nights are down (-25%) following a very strong FY2015-16.

Upcoming Groups:

- NC Association of Health Care Recruiters – March 50 p. – 100 tot. rm. nts.
- Old Dominion Packard Club – April 60 p. – 120 tot. rm. nts.
- Construction Professionals of NC – April 200 p. – 150 tot. rm. nts.
- AC Sandhills Soccer Club- May 1500 p. – 3000+ tot. rm. nts.

Public Relations – Our State story features generated from their recent media visit. The first will appear in August 2017 issue. Some will be stories, some will be mentions, and some will be pictorials. They will be sending out writers and photographers to cover the stories as we move into spring time.

- Local off-the-beaten path good food restaurants – Kenny's Country Restaurant, Pinebluff
- Theo's restaurant
- Midland Road and Concours (2018)
- Pik n Pig
- Outpost/Roast Office – old to new
- Railroad towns (possible)
- NC inventors

PGA Championship FAM - We are working w/ VisitNC on a statewide familiarization trip that will proceed the PGA Championship that is being contested this year in Charlotte. We expect to have both key members of the media as well as golf tour operators in attendance, which will be a great way to showcase the destination and state.

State Legislation:

- HB 186 (McGrady) - which makes changes to HB2 that could potentially reduce boycotts from association, corporations and sporting events.

- SB 155 - referred to as the Brunch Bill – this would allow restaurants/clubs to sell alcohol starting at 10am on Sundays vs. the current 12pm start time. Some local restaurants have expressed support to see this bill pass.
- School Start Date - numerous bills w/ waiver requests to move the school start date earlier.

CVB Strategic Plan Update - The Strategic Plan has been updated after a 6-month review w/ staff, and a copy was included in the handouts.

EDPNC – a couple of updates regarding the EDPNC via the board meetings attended by Mr. Miles.

- 2016 was a very successful year despite legislative issues and change at the Governor's Mansion. The EDPNC Annual Report was passed around that highlights these accomplishments.
- We have a great opportunity to showcase our County to the EDPNC Board, Staff and Financial Partners when they'll be here for their August Board Meeting the 17-18th. As we get closer to those dates we'll talk about some of the key events being held and the opportunity for CVB Board to participate. We'll be partnering w/ PIP on this one and potentially other groups as well.

Comparative Set – Mr. Miles shared some work that provides some good perspective on how Moore County fits into the current tourism landscape relative to comparative sets for destinations in NC, VA, SC, Ga as well as a comparison with Elizabethtown, KY (sports tourism).

Visitor & Meeting Services Manager – A job search is currently underway for our Visitor & Meeting Services Manager to replace Lindsey Simmons who is making a career change. The goal is to have the position filled by late March/early April.

CHAIRMANS REPORT – Chairman Little reported:

Allied Association Reports:

Moore County Chamber of Commerce: Member Parsons stated that the Chamber building will be taken off the market and some significant modifications will take place such as bathroom and kitchen renovations. Some other maintenance has already been finalized such as HVAC and termite repair. She asked everyone to get involved with the schools' issues before the final vote.

Moore County Partners in Progress: Member Corso reiterated that Partners that Partners has hired Charles Hayes as a consultant for the four phased Strategic Planning for the County. Dan Parks will be helping along with Charles Hammond. Interviews are still being conducted to help with new innovative ideas for the future. The CVB provided input for this process in April. A grant may come in the spring to help fund the project. Most of the area's electric companies and co-op have funded the project so far. Discussion transpired.

Unfinished Business:



Home of American Golf

Sports Complex/Tourism Product Development Fund – Mr. Miles met with key administrators in Asheville to learn how the tourism product development fund program works. More details will be shared as needed at future board meeting(s).

Is there any other unfinished business to bring before this Board?

New Business:

Special Presentation - “Connecting Business and Community” is the mantra for the Moore County Chamber and they’ve been doing just that for 50 years now. In recognition of this remarkable achievement a proclamation from the CVB was presented to the Moore County Chamber.

Chairman Little reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, May 25th, 2017 at 4pm at which time election of officers for FY2017-18 will be held..

There being no further business to bring before the Board, Chairman Little asked for a motion to adjourn. Chairman Little adjourned the meeting at 5:18 pm.

Respectfully submitted,

George Little
Chairman

/kdd