



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

**Regular Board Meeting
Thursday, March 26, 2015**

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

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

Staff Present: Caleb Miles, Karen Davis

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

Chairman Byers asked for approval of the January 29th, 2015 minutes. Secretary Little moved for a motion to approve the minutes, seconded by Member Beddow. Motion was approved.

FINANCIAL REPORT – Secretary/Treasurer Little reported:

Room Tax Collections - The fiscal year thru January continues to be up 6.1% compared to last fiscal year.

Expenditures - Total expenditures through January are well below budgeted at -14% (\$118,372).

Statement of Financial Position (Balance Sheet) - Also in your board packet is the Balance Sheet/ Statement of Financial Position through February 28, 2015 (unaudited).

CVB Budget FY 2014-15 Budget Amendment - \$25,000 was added to the budget for the SFA feasibility study via the CVB fund balance. This will not show up until the March financial report. Discussion transpired.

Chairman Byers asked for a motion to approve the 2014-15 CVB Budget Amendment. Member Beddow made the motion, seconded by Secretary Little. The motion was passed.

CVB Budget FY 2015-16 Preliminary Budget - the preliminary CVB budget for FY 2015-16 that will be submitted to the County for public review was added as a handout. Mr. Miles reminded the board members that the full budget packet will be emailed to everyone prior to the next board meeting in May. Discussion transpired.

Chairman Byers asked for a motion to approve the 2015-16 CVB Budget, as provided. Secretary Little made the motion, seconded by Member Beddow. The motion was approved.



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

ADVERTISING REPORT – Member Beddow reported:

IAGTO NA Conference – 2016 – the CVB along with Pinehurst Resort is still working on the destination/state proposal/funding and look forward to a site inspection soon by IAGTO. Discussion transpired.

Co-op Marketing – the marketing committee will meet in April to review the FY 2015-16 media buy. The Co-op launch is scheduled for next Thursday, April 2nd at the CVB offices.

Member Beddow informed the board that Home Depot is having their conference at the Carolina Hotel in mid April. He asked the CVB to help with some public relations regarding Home Depot’s work with Habitat for Humanity. Mr. Miles noted the CVB could donate the US Open Championship tumblers as a thank you to the volunteers taking their time to help build homes while they are in our area for the conference.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Sales leads generated YTD are up 17% in room nights over last fiscal year, while bookings are down 3%.

Meetings & Conventions Development

There will be a new Spartan Race on Ft. Bragg in September (17,000 participants). There is also a bicycle race across North Carolina that will bring over 2,000 people here this year.

Upcoming Groups:

- Deep River Sporting Clays - April; 1,500+ attendees, 400 est. room nights
- Rugged Maniac 5K Obstacle Race - May; 5,000+ attendees, 300 est. room nights

Public Relations: PR Total: \$12,506

- New Zealand Herald, “Golf Croquet: No Hard Feelings in Friendly Filial Rivalry” Ad value: \$1,359
- Telegraph.co.uk, Adam Ruck, “The Best US Golf Outings” Ad value: \$7,643
- “Pinehurst and Its Neighbors” Wes and Angela Bolyard, Arizona Fairways and GolfGuideInc.com Ad value: \$9,500

Area Sports Alliance - on February 9th we held the Sports Alliance Committee meeting which includes key event managers and event facility owners/operators to review the SFA feasibility process and update them with our marketing efforts.

NC Governor’s Conference on Tourism

On behalf of the CVB, Mr. Miles thanked everyone who attended the NC Governor’s Conference on Tourism at the Carolina Hotel earlier this month. Moore County was presented in

very fine fashion to key tourism leaders from across the state and couldn't say enough great things about Pinehurst Resort and the area. A terrific welcome reception was held and ten key travel writers/publishers were here as well. Mr. Miles wanted to recognize Member Bickart for all his efforts to make the Governor's Conference one of the best ever.

Also at the NC Governor's Conference the NC Secretary of Commerce announced the 2014 U.S. Open Championship economic impact via a press release, which was included in the handouts.

Legislation – House Bill 117 has been introduced that could potentially hurt Moore County towns by reducing \$3 million in sales tax dollars disbursement that normally come to the towns. The money would be given to the more rural areas that do not collect as much tax. Discussion transpired.

School Start Date – included in the handouts is a resolution to support the existing school start date schedule of late August. Discussion transpired. The board agreed to email this resolution to all members prior to voting for the next board meeting.

Advocacy/Position Statement - at the CDME classes that Mr. Miles attended this month there was an outstanding presentation from Madison, Wisconsin CVB on their advocacy process which the CVB would like to modify to meet its needs and bring back at a future board meeting.

CHAIRMANS REPORT – Chairman Byers reported:

Allied Association Reports:

Moore County Chamber of Commerce: Chairman Byers asked for an update on the building purchase.

Member Parsons reported that the potential buyers have had the building surveyed this week. She said they will keep the CVB apprised of any new information which is likely the later part of May. Discussion transpired.

Also, the Chamber has hired Holly Neal as the new Membership Sales Representative. She will begin next month. They have also recruited 14 new members just this month so the year is off to a good start with a total of 28 new members.

Unfinished Business:

Aberdeen Athletic Complex/Development Feasibility – Mr. Miles updated the board that the meetings with Sports Facility Advisory team went very well. The findings and the feasibility report should be completed by late April. Mr. Miles reiterated that the potential sports complex is mainly for sports tourism, but SFA will review options for the local sports clubs to be able to use the facilities. Discussion transpired.

New Business:

Chairman Byers reminded everyone of the next CVB Board Meeting is tentatively scheduled for Thursday, May 21, 2015 at 4pm. Please be advised that we may have to change the date.



Home of American Golf

There being no further business to bring before the Board, Chairman Byers asked for a motion to adjourn. Member Beddow made the motion and Secretary Little seconded. The meeting was adjourned at 5:04 pm.

Respectfully submitted,

George W. Little
George Little
Secretary/Treasurer