



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

**Regular Board Meeting  
Thursday, March 27, 2014**

Members Present: David Byers, Pat Corso, Kelly Miller, Tom Beddow, George Little, Bonnie McPeake, Caroline Xiong, Randy Saunders, Linda Parsons

Members Absent: Carrie Neal, Wayne Vest, Ken Crow, Tom Pashley

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 January 30, 2014 minutes. Member McPeake moved for a motion to approve the minutes, seconded by Secretary Little. Motion was approved.

**FINANCIAL REPORT – Secretary Little:**

**Room Tax Collections** - December and January YTD, up 11.5% compared to last fiscal year; collections are up 1.7% to budget. January realized a drop of 5% (weather), which was the first drop off in 10 months.

**Expenditures** - Expenses YTD through January are below budgeted (-21%).

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

Chairman Byers asked for a motion to approve the financial statements as provided. Secretary Little made the motion, seconded by Vice Chairman Miller. Motion was approved.

**CVB FY 2014-15 Budget** – A handout was included in the board packet. As discussed last year the CVB budget process this year and going forward will be accelerated based on Local government Commission requirements. The steps are:

1. The preliminary Budget with set revenues/total budget are prepared by staff and submitted to the County for overall County Budget review/approval process. New format is the Budget Ordinance which has estimates for line items based on total revenues.
2. The staff will then prepare a final budget which incorporates the precise personnel, marketing, and capital outlay costs. This is produced as a “budget packet” as we have in the past with the supporting details for revenues/expenditures presented for CVB Board approval at the May or July meeting.



Secretary Little presented the key totals for 2014-15 Budget Ordinance to the board. Chairman Byers asked for a motion to approve the FY 2014-15 budget as provided. Secretary Little made the motion, seconded by Vice Chairman Miller. Motion was approved.

**ADVERTISING REPORT** – Member Beddow reported:

The Advertising Committee has a meeting set for April 22nd to go over plans for the U.S. Open Championships marketing.

Member Beddow reported to the board about the International Golf Tour Operators' Conference in Charleston, SC in June 2014 (unfortunately it conflicts with dates of U.S. Open Championships). This organization has 2,231 members in 97 countries with 555 golf tour operators. They claim to sell 85% of the world's golf holiday packages. Discussion transpired about representation of the destination at this event.

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

**Meetings & Conventions** - Sales leads generated YTD are up 31% in room nights over last fiscal year, while bookings are up 13%.

2015 NC Governor's Conference on Tourism is going to be held at the Pinehurst Resort on March 7-10, 2015. The advantages of hosting this conference is media exposure, access to state elected officials, excellent professional education, market updates, and pre/post events. The CVB will have the privilege of the official welcome/introduction obligations with NC Commerce, Governor, etc.

**Upcoming Groups:**

- NC Defense Business Association Expo - March 600 people – 120 total room nights
- NC OB GYN Association Annual – April 120 people – 340 total room nights
- Mahock – Ortiz Wedding - April 220 people – 240 total room nights
- IHRA Nitro Jam - May 15,000 people – 1200 total room nights

**Public Relations/Publicity: Total Value: \$84,126** – the following publications were passed around for all board members to read.

- Atlanta Journal Constitution article – ad value \$1,073
- ESPN online – ad value \$30,801
- FoxSports online – ad value \$14,962
- NY Times.com – ad value \$18,672
- VA Golf Report Spring 2014 – feature story – Open(s) for business \$4,221

**2014 US Opens** – Mr. Miles displayed slides and provided updates on several issues with the U.S. Open Championships.



The CVB has partnered with Sandhills Community College to train the several hundred volunteers needed for the Visitor Information Centers at the main gate, auxiliary gates, Raleigh Durham Airport as well as the towns and the USGA. This training will be completed by May 14-15 2014. To date we have approximately 50 volunteers signed up to help man the welcome centers.

The CVB has partnered with the Moore County Realtors Association for help with the home rentals during the U. S. Open Championships. The Realtors Association is able to list all participating rentals for the tournaments on their MLS website to have one central location for potential clients as well as to ensure the costs will be affordable. The goal is to keep as many spectators here in Moore County to maximize visitor spending.

The CVB has partnered with Moore County GIS to help create a new map for grounds, safety, parking and police for the Opens. This will be a great new benefit for everyone.

We have a total of 20 golf courses on our website participating with rates during the Opens.

**2013 CVB Annual Report** - a digital copy of the 2014 Annual Report was emailed last week and was also included in the handouts). Lisa Long on our staff did a terrific job on the design of the report, as the entire job was done in house including printing.

**NCTIA Board** - In January, Mr. Miles was elected to serve as the President of the NC Travel Industry Association, which is an honor to serve this group. It also includes a board seat on the NC Travel & Tourism Board which with the changes in Commerce/Tourism hopefully will serve us well in staying current with their progress and provide them with feedback.

#### **CHAIRMANS REPORT – Chairman Byers reported:**

##### **Allied Association Reports:**

**Moore County Partners in Progress – Moore Opportunity Update** – Member Corso stated that the website vendor is doing a great job and displayed the new landing page, [www.moorealive.com](http://www.moorealive.com). The website will be live on April 1<sup>st</sup>. The website vendor is working on vignettes to feature local entrepreneurs and will also provide U. S. Open Championship information.

**Moore County Chamber of Commerce** – Chairman Byers welcomed Linda Parsons to the board. Member Parsons discussed the upcoming Festival of Beers at the Southern Pines Elks Club which features only North Carolina beers. She mentioned they will helping with the Moore Forward Shark Tank event at Sandhills Community College next week.

The Partners' board has been very supportive. Duke Energy matched the \$50,000 grant that was received.

The funding presentations to towns are almost completed with Cameron and Vass left. Member Corso thanked Mr. Miles for all his hard work and explained how well Economic Development and the CVB works together for the common good of Moore County.

The State's Economic Development Board is going to launch its new brand soon. Member Corso is helping the Department of Commerce raise \$5 million for the private side of the new public/private partnership.

### **Old Business:**

**Adoption of CVB Policies - Administrative Committee** - Member McPeake reported that the Administrative Committee met on Tuesday, March 25<sup>th</sup> to review the Personnel, Identity Theft, Substance Abuse, Code of Ethics, and Telecommunications Policies. The following are the minutes from that meeting:

The Committee reviewed the Moore County Personnel Policy recommended changes from the staff with the following changes:

Page 11 Article IV Section 4

Residency Requirement (optional) Add CVB President & CEO shall be required...

Page 17 Article V Section 4

Add - it is understood that the CVB as a sales and promotional organization will recommend certain businesses based on inquiries from potential buyers of services (including media inquiries) such as meeting planners, media members, golf coordinators and consumers. CVB staff will represent the entire county and be as equitable as possible in providing information to the potential buyers/media.

The committee made an addition to Article V Section 4: Under no circumstances is CVB staff to be compensated financially (or personal gains) for providing these services.

The committee accepted the staff recommendations and the addition above.

Pages 42, 43 Article VII Section 9 – recommended deleting the entire section 9.

Add: The CVB currently does not participate in the County longevity pay and service program.

A motion was made by Vice Chairman Miller, seconded by Member McPeake to include the above additions to the recommended Personnel Policy to be presented to the full CVB Board for approval. Motion passed.

Motion made by Vice Chairman Miller, seconded by Member McPeake that the Substance Abuse Policy and Identity Theft Prevention Program be accepted for presentation to the full CVB Board. Motion passed.

A motion was made by Member McPeake to approve the operational policies as the Administrative Committee.

The committee then reviewed the Moore County Code of Ethics. The committee elected to include distribution of this document in the upcoming board meeting for review of the full board prior to any recommendation at a future board meeting.

There being no additional business of the committee, Member McPeake adjourned the meeting.

Member McPeake made a motion to pass the Personnel (with the approved changes), Substance Abuse, and Identity Theft Policies. Member Little seconded the motion. Motion passed.

**Finance Committee** – Secretary Little reported that the Finance Committee met on Tuesday, March 18<sup>th</sup> to review the Travel, Internal Controls, Write Off Procedure, Cash Drawer Balancing, Petty Cash and Records Retention Polices. The following are the minutes from that meeting:

George Little (motion to approve) A motion was made by Vice Chairman Miller, seconded by Secretary Little to approve the Travel Policy with the recommended changes by staff. Note: changes will be made as edits instead of an addendum. Motion passed.

A motion was made by Vice Chairman Miller, seconded by Secretary Little to approve the Internal Control Procedures, Write Off Procedure, Cash Drawer Balancing Procedure, Petty Cash Procedure, and the Revised Management Records Retention and Disposition Schedule as presented without any changes. Motion passed.

The Committee then reviewed the proposed CVB preliminary budget for FY 2014-15 for submittal to the County of Moore as a budget ordinance (incorporated into the fully County budget.) A motion was made by Secretary Little, seconded by Vice Chairman Miller to approve the budget as presented. Motion passed.

Chairman Byers asked the board to review the Code of Ethics policy to discuss at the next board meeting. Mr. Miles stated the Code of Ethics, Internet, Purchasing and Procurement card policies still have to be reviewed as the County is currently reviewing/updating these. They will be presented at an upcoming CVB Board meeting once completed.

#### **New Business:**

**Room Occupancy Tax/U.S. Opens Collection** – Mr. Miles informed that the board that it was brought to the CVB's attention this week by a local realtor that the room occupancy tax law had been changed in June 2012 so as to not collect taxes if a home is being rented by a realtor or attorney for less than 15 days.

The CVB collected \$140,000 (net) from just home rentals during the 2005 U. S. Open Championship. The Executive Committee met on Tuesday, March 25<sup>th</sup> to discuss this matter. Mr. Miles spoke with Representative Jamie Boles and he said that if the CVB Board and the County of Commissioners agree he would work to have this issue resolved for Moore County. Mr. Miles said that the CVB has been given access to a legislative staff attorney to discuss more



Home of American Golf

Commissioners, they are on board to create a local bill for Moore County.

Member Little said that another option would be a special provision without a local bill. Discussion transpired.

During the Executive Committee meeting a motion was drafted to request Representative Jamie Boles repeal the amendments (made on June 14, 2012) to the General Statute 105-164.4 (a) (3) to its original language issued December 2010 for Moore County, North Carolina.

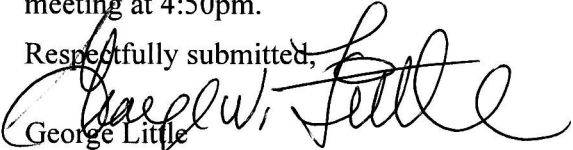
Vice Chairman Miller moved for a motion to pass the repeal to the amendments made on June 14, 2012 to the General Statute 105-164.4 (a) (3) to its original language issued December 2010 for Moore County, North Carolina. Secretary Little seconded the motion, motion passed.

**Special Presentation** – Chairman Byers wanted to thank Member Pashley for his long time service to the board, but he was not present at the meeting. Member Pashley had asked to step down from the board and has requested Jack Bickart, Director of Sales, as his replacement. The Board of Commissioners has approved Mr. Bickart's appointment and he will begin his term in April.

Chairman Byers reminded everyone of the next CVB Board Meeting is scheduled for Thursday, May 22, 2014 at 4pm.

There being no further business to bring before the Board, Chairman Byers adjourned the meeting at 4:50pm.

Respectfully submitted,

  
George Little  
Secretary/Treasurer