



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

**Regular Board Meeting
Tuesday, May 17, 2016**

Members Present: George Little, David Byers, Jack Bickart, Linda Parsons, Kelly Miller, Bonnie McPeake

Members Absent: Tom Beddow, Caroline Xiong, Randy Saunders, Wayne Vest, Pat Corso, Claire Borneman

Staff Present: Caleb Miles, Karen Davis

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

Chairman Little asked for approval of the February 18, 2016 minutes. Secretary/Treasurer Bickart moved for a motion to approve the minutes, seconded by Member Miller. Motion was approved.

FINANCIAL REPORT – Secretary/Treasurer Bickart reported:

Room Tax Collections - the fiscal year collections YTD thru March are up 5.4% over last fiscal year and in good shape thru the third quarter. The month of January was very strong, up 11% over last fiscal year.

Expenditures - expenditures through March are below budgeted by 8.6% (\$95,949), keeping on target to budget.

Statement of Financial Position (Balance Sheet) - also included in the board packet is the Balance Sheet/ Statement of Financial Position through April 30, 2016 (unaudited).

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

CVB Budget – the budget packet was emailed to everyone earlier this month. No questions were received regarding the budget.

Chairman Little asked for a motion to approve the budget as provided. Secretary Treasurer Bickart made the motion, seconded by Member McPeake. Motion was approved.

ADVERTISING REPORT – Mr. Miles reported for Vice Chairman Beddow:

CVB New Creative – by June an RFP for creative services should be developed so that the selection process can begin. There will be new creative for digital ads as well. For the last few years most of the creative has been designed in-house.

IAGTO update was provided by Secretary/Treasurer Bickart. He said that they are looking good with the budget and FAM trips. VisitNC stepped up with more sponsorship funding thanks to Mr. Miles' assistance. He also wanted to thank the hotels and golf courses for donating their complimentary rooms and golf rounds for the FAM participants. The FAM list was included in the handouts. Discussion transpired.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Meetings & Conventions Development

Room night leads are down 4% while room night bookings are up 15% through April.

Dixie Softball District Tournament - June 17-19, 2016. A bid will be presented for the 2018 World Series of Dixie Girls Softball.

STS Designation – Mr. Miles congratulated, Claire Berggren, Director of Marketing for completing her Tourism Marketing Professional (TMP) designation program last month.

Also, Beverly Stewart, the VP of Sales was nominated for MPI-CC Volunteer of the year and Hall of Fame recipient.

Upcoming Groups:

- NC State Sporting Clay Championships – May; 300 people, 210 room nights
- American Jr. Golf Association - June; 400 people, 300 room nights
- Pinecrest High School Reunion Class of 1976 - June; 150 people, 100 room nights
- Intl. Association of Golf Tour Operators - June; 300 people, 900 room nights

Performance Measurements - the CVB is expanding the performance measurement/reporting process with full staff involvement. Mr. Miles displayed some initial reports for group sales dept. Discussion transpired about securing more group business and the golf industry trends in the area.

BusinessNC's NC Golf Panel Ranking issue has a spread about Pinehurst Resort and highlighted the excellent courses in our area. Mr. Miles stated we have the best of the best here.

NC Travel & Tourism Board/NCTIA – Senator Ralph Hise (Western NC) is presenting a bill this month to appropriate a \$12M incremental budget increase for the state's travel & tourism (VisitNC), based on strong ROI (Longwood Study).

The NC Travel Industry Association (NCTIA) will meet with legislators on May 23-24, including a legislative reception in Raleigh at the Museum of Natural Sciences.

Uwharrie Regional Tourism Project is a nine county regional initiative led by the city of Rockingham to generate tourism (focusing on millennials) to come to the Uwharries for their outdoor recreation activities. Moore County will be a lead destination marketing organization, as the tourism infrastructure is already established here. The National Parks Service is also assisting the project with maps and trails.

New Website – have been working with New Market Campaigns for the soft launch of the new site, May 6th with the full launch by the end of the month.

CVB Connect – Mr. Miles invited everyone to the CVB’s quarterly networking meeting held this time at Filly & Colts at Longleaf Golf & Family Club. They will feature the US Kids Golf new training facility.

ADMINISTRATIVE REPORT – Member McPeake reported:

The Administrative Committee met last week to discuss staff compensation which was included in the budget packet. In addition Mr. Miles explained that additional compensation beyond 2.5% pool increase would be included for two staff members who did not receive longevity prior to it being removed from CVB compensation package.

CVB Board Commitment Form – a new form was presented by the Administrative Committee regarding each board member’s responsibilities of being a member of the CVB Board. Discussion transpired. It was decided that the form would be emailed to the board members to give each person time to review and ask questions in preparation for the next board meeting in July.

CHAIRMANS REPORT – Chairman Little reported:

Allied Association Reports:

Moore County Chamber of Commerce: Member Parsons stated that the Chamber will no longer be a two person organization. They have hired a new part-time person and are looking to hire one more part-time person to begin in the fall.

The Chamber is in the accreditation process at this time and should be finished by August. Member retention is at 93% with membership totals above what had been forecasted. She also reminded everyone of the Business After Hours this Thursday at First Casualty Insurance Group.

Member McPeake invited everyone to the grand opening of Town Place Suites in Aberdeen on June 2nd from 5:30 pm – 7:30 pm.

Partners In Progress – Chairman Little stated as a board member of Partners in Progress, Member Corso is very busy with lots of activity and prospects. He also notified everyone of Charles Hayes’, CEO of Research Triangle Regional Partnership, retirement. Discussion transpired.

Unfinished Business:

Aberdeen Athletic Complex/Tourism Strategic Plan – Mr. Miles stated that they have secured a terms sheet from a bank for the project, but the Local Government Commission has not approved using a bank to finance the project.



Home of American Golf

Member Miller relayed to the board that he and Tom Pashley had spoken to a consultant for a commuter airline to potentially provide service to our local Moore County Airport. Discussion transpired. Further information will be provided to the CVB for consideration to fund a consultant's travel fees to Moore County.

Member Parsons gave an update on the sale of the building. There has been another offer, but no signed contract as of the meeting. Discussion transpired.

New Business:

HB2 Impact – Secretary/Treasurer Bickart commented that there had been very little impact at Pinehurst Resort. Discussion transpired.

Chairman Little reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, July 28th, 2016 at 4pm.

There being no further business to bring before the Board, Chairman Little asked for a motion to adjourn. Secretary/Treasurer Bickart moved for the motion, seconded by member Byers. The meeting adjourned at 5:25 pm.

Respectfully submitted,

Jack Bickart
CVB Board Secretary/Treasurer

/kdd