



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

**Regular Board Meeting  
Thursday, May 22, 2014**

Members Present: David Byers, Pat Corso, Jack Bickart, George Little, Caroline Xiong, Randy Saunders, Ken Crow

Members Absent: Carrie Neal, Wayne Vest, Linda Parsons, Tom Beddow, Bonnie McPeake, Kelly Miller

Staff Present: Caleb Miles, Karen Davis

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

Chairman Byers introduced Jack Bickart to everyone and Member Bickart gave a bio of himself. Discussion transpired.

Chairman Byers asked for approval of the March 27, 2014 minutes. Secretary Little moved for a motion to approve the minutes, seconded by Member Crow. Motion was approved.

**FINANCIAL REPORT – Secretary Little:**

**Room Tax Collections** - Through March YTD, up 11.8% compared to last fiscal year; collections are up 1.5% to budget.

**Expenditures** - Expenses YTD through March are below budgeted (-15%).

**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 Member Bickart. Motion was approved.

**CVB FY 2014-15 Budget** Final budget packets will be distributed before the July 17<sup>th</sup> board meeting.

**ADVERTISING REPORT – Member Crow reported for Member Beddow:**

International Marketing - International Association of Golf Tour Operators – June 2014, Charleston, SC – Member Bickart expressed that member of his staff will be attending this tradeshow June 8-11<sup>th</sup>, during the U. S. Open Championship. There are over 250 wholesalers expected to attend, which is the right group in which to have exposure.



US Open FAMs, NC Travel & Tourism – Mr. Miles discussed how the NC Travel and Tourism were hosting tour operators as well as media from: Canada, UK, Germany during the U. S. Open Championships and several will be in the bureau’s corporate hospitality tent.

U.S. Open Marketing/Public Relations – the CVB will have volunteers at the Visitor Information Centers at the Championship Main Gate by holes 1 and 18, RDU Airport – Terminals 1 and 2, and the CVB offices. Over 75 volunteers have been trained and we would like to thank the USGA for all their help with credentials, food & beverage, etc.

Corporate Hospitality – the CVB is partnering with NC Dept. of Commerce at Tufts Village during Men’s Open and during the Women’s Open at the Trophy Club except for Saturday and Sunday the hospitality tent will be open.

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

**Meetings & Conventions** - Sales leads generated YTD are up 26% in room nights over last fiscal year, while bookings are up 17%.

Invitations sent to meeting and event clients to attend the 2014 U.S. Open Championships as guests of the CVB. Clients attending to date represent Novartis, CISCO, NC Pharmacists Association, Hendrix Motor Sports, etc.

The CVB is participating with Pinehurst Resort in the American Society of Association Executives Annual Expo targeting national, regional and state association planners.

The CVB has joined the NC Sports Association to solicit more sporting events to Moore County. NCSA co-ops with NC Tourism to attend TEAMS and other bid holder expos.

We are also working with Moore County Parks & Recreation on plans for expansion of existing facilities; i.e. new building with gyms. This will allow the CVB and Moore County Parks and Recreation to bid on additional tournaments.

**Upcoming Groups:**

- East Coast Biker Association – July
- Dixie Girls Softball State Championships – July
- US Teens World Championships - July
- US Kids World Championships - July

**Marketing:**

Media Buy - designated advertising buy schedule to overlap U. S. Open month of June to maximize the impact. Co-op marketing program is selling fairly well so far, but still looking for 3-6 more partners to sign up.

**Public Relations/Publicity:**



As expected the media has begun its big push for coverage of the U. S. Open Championships. Some highlights for major coverage (multi-page /cover)

Golf Digest                      News 14-TV                      Business NC

**Total Value: \$40,765**

- Virginia Golf Report, “Open(s) for Business
- New York Times, “Golf-No Preferential Treatment for Lefty at Pinehurst”
- U.S. News & world Report, “Carolina on Mickelson’s Mid – Quail Hollow first, then Pinehurst in due Time
- New York Times, “Record Number of Sign Up for US Open”
- Charlotte Observer, “Coupling men’s and women’s U.S. Open championships challenges at Pinehurst”
- Fayetteville Observer.com, “Pinehurst could learn from Ardmore’s marketing tactics to lure U.S. Open Visitors”
- TravelingGolfer.net, “Stay More, Play More, Talamore”
- The Augusta Chronicle, “Pinehurst Changes Bring Rave Reviews”
- WNCN, “Off-course events scheduled during U.S. Opens at Pinehurst”
- PGA.com, “Pinehurst No.2 ready to host both US Open and Women’s Open in June”
- BeachCarolina.com, “USGA Announces “Open For All” Fan Programming to Amplify Historic 2014 U.S. Open Championships”
- Fayobserver.com, “ FAQ: 2014 U.S. Open and 2014 U.S. Women’s Open in Pinehurst”
- USA Today - \$1.5 million contest if Phil Mickelson wins the U. S. Open.

**2014 Opens**

Events in the Village of Pinehurst and Southern Pines- the CVB has been spotlighting the marketing by printing Southern Pines posters.

USGA research – the USGA has expanded their research capabilities tremendously by hiring a firm to conduct an extensive onsite survey program via kiosks located throughout the U.S. Open Championship. The survey has over 200 questions and the data collected will be very beneficial. The CVB has worked closely with the USGA and NC State University as well to fine tune the survey questions on tourism elements and data analysis.

Golf-Area golf tee time reservations are behind booking pace of 2005. The CVB is working now on PR/Marketing efforts to improve this.

NC Legislation Commerce Committee is meeting on June 5<sup>th</sup> in Raleigh and Mr. Miles will present the U.S. Open Impact.

**NC Dept. of Commerce**

The Charlotte Business Journal reported that North Carolina's seasonally adjusted unemployment rate dipped again in April to 6.1 percent, down from March's rate of 6.3 percent, the N.C. Department of Commerce reported Friday. The state's unemployment rate was 8.4 percent in

business services and leisure and hospitality services industries logging the strongest gains.

**CHAIRMANS REPORT – Chairman Byers reported:**

**Allied Association Reports:**

**Moore County Partners in Progress – Moore Opportunity Update** – Member Corso stated the Moore Alive website has done well and they've tweaked it and added things. It's like a job bank that puts all community information on one site. Mr. Miles played a major role in this project and we encourage everyone to use it. The 4 target markets are creative retired, military, returnees, and relocatees.

**Old Business:**

Code of Ethics – this policy will be discussed at the July meeting in order to give Member Bickart time to peruse it.

Room Occupancy Tax Legislation – Mr. Miles stated that the NC Dept. of Revenue correction was passed by the House and the Senate pulled out this issue and rewrote Senate Bill 261 specifically for this issue. It should be passed soon, early in the short session.

**New Business:**

Aberdeen Athletic Complex/Development Feasibility – back on the table is the land across from Legacy Lakes to possibly develop an athletic complex. We've only been asked for information on the feasibility study that was completed years ago, but a meeting is planned for June. Discussion transpired.

Chairman Byers reminded everyone of the next CVB Board Meeting is scheduled for Thursday, July 17, 2014 at 4pm.

There being no further business to bring before the Board, Chairman Byers asked for a motion to adjourn. Secretary Little made the motion and Member Saunders seconded. The meeting was adjourned at 4:47pm.

Respectfully submitted,

George Little  
Secretary/Treasurer

