



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

**Regular Board Meeting  
Thursday, May 25, 2017**

Members Present: George Little, Linda Parsons, Bonnie McPeake, Tom Beddow, Kelly Miller, Jack Bickart, David Byers, Claire Borneman, Pat Corso, Frank Quis,

Members Absent: Caroline Xiong, Wayne Vest

Staff Present: Caleb Miles, Karen Davis

The meeting was called to order at 4:10 pm by Chairman Little.

Chairman Little asked for approval of the March 23, 2017 minutes. Vice Chairman Beddow moved for a motion to approve the minutes, seconded by Member Quis. Motion was passed.

**FINANCIAL REPORT** – Secretary/Treasurer Bickart reported:

**Room Tax Collections** – YTD collections through March are up, 9% to prior year with March registering an all-time record collection, making it the 7<sup>th</sup> of first 9 months of fiscal year to do so.

**Expenditures** - The overall position through the ninth month of the fiscal year shows a positive variance to budget of \$85,068, as expenditures remain below our projections, while total revenues are inline.

**Statement of Financial Position (Balance Sheet)** - Also in your board packet is the Balance Sheet/ Statement of Financial Position through April 30, 2017 (unaudited).

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

**CVB FY 2017-18 Budget Packet** - The Finance Committee went through a full review of the budget on May 15<sup>th</sup> and approved it unanimously. There were no changes made to the preliminary budget approved by this board at our last meetings. Included in your handouts is the budget packet which was emailed to you last week. Chairman Little asked for a motion to approve the final FY 2017-18 Budget Packet as provided. Secretary/Treasurer Bickart, seconded by Member Quis. Motion was approved.

**ADVERTISING /MARKETING** – Vice Chairman Beddow reported the CVB New Creative for Leisure and Meetings will be produced by Bouvier Kelly using the same process as used for the new golf creative. Our Marketing Committee met last week to review Bouvier Kelly's three new concepts that we want to show you now.

- Golf Talks
- Beyond the Fairways
- Down to a Tee

It will take Bouvier Kelly three to four weeks to complete most of the print and digital materials before they can be put into production. Board agreed that the “Golf Talks” creative was the best choice and should be put in place first with the potential to use other creative options in future fiscal years. Discussion transpired.

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

**Meetings & Conventions Development** - Leads activity in room nights is up (23%) compared to last year thru April, while bookings in room nights are down (-24%) following a very strong FY 2015-16.

- Rugged Maniac - May 19-22; 5,000+ people, 600+ room nights
- Southern Zone Championships Sand Sharks - June 1-4; 3,000+ people, 2,500 room nights
- Red White & Blue Regional Championship - June 29-July 3; 400 people, 1,200 rm nights
- Dixie Youth Girls Softball State Championships – July 14-19; 960 people, 1,290 room nts
- Ohistrom-Harrington Wedding - July 13-16; 100 people & 30 room nights
- USGA Four Ball Amateur Championship - May 27-31; 1,500 people, 1,200 total rm nts

**Public Relations** – Mr. Miles displayed a slide showing how we compare to other regions of the country based on Golf Digest’s and Golf Magazine’s Top 100 Public Courses You Can Play with Pinehurst, Southern Pines, and Aberdeen area ranked first, based on the number of courses in the top 100 lists. (Updates will be made to this graphic and re-distributed to the board after the meeting.)

**Global Golf Post** – a leader in all digital golf publications in a new venture for Global Golf Post an issue in October will be “taken over” by the Home of American Golf. In preparation for the Global Golf Post’s Management Team will be here next Tuesday to launch it. Board members and Co-op Partners will be invited.

**Visitor & Meeting Services Manager** – We have hired Emily Jack as the new Visitor & Meeting Services Manager and we are very proud to have her as part of the CVB team.

**CVB Co-op Program** – Partnership sign up participation is going well so far and we’re on pace to be ahead of last year by up to 30%.

**2018 Destination Guide** – improved editorial for golf, expanded distribution in market and out, goal to grow ad sales by 10%.

**VP of Sales Beverly Stewart Sales Presentation** - Mr. Miles asked Beverly to showcase a few case studies to demonstrate the sales process and provide us all a short overview for FY 2017-18. Ms. Stewart discussed the Dixie Youth tournaments and the extensive planning and operations that go into bidding for a tournament and then making sure it runs smoothly once they are here. She also discussed the new Athletic Village and the new Welsh Terrier Rescue group that will be here later in the year.

**St. Andrews Links Letter - [Homeofgolf.com](http://Homeofgolf.com)**



Home of American Golf

Last week the CVB received this letter included in your handouts regarding a request release/transfer of [homeofgolf.com](http://homeofgolf.com) to the St. Andrews Links Trust, whereby the CVB would surrender our current website url and instead use a homeofamericangolf URL. Our attorney will be reviewing this document request. Without substantial compensation for this change this request doesn't appear considerable enough to be viable of consideration. Also, our search of homeofamericangolf URLs shows a suitable replacement is currently not available.

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

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

**Moore County Chamber of Commerce:** Member Parsons stated that the Chamber building has once again received another contract for the sale. It is still under review at this time.

The Chamber's new tiered level dues have been extremely successful.

The Chamber is not taking a formal position on the changes that the NC DOT have proposed.

**Moore County Partners in Progress:** Member Corso stated that Partners is not neutral on this issue. They have had several meetings with the towns and the NC DOT to try to find a different proposal that will work for everyone. Discussion transpired.

Partners is also working on a plan of action for Northern Moore and Southern Moore independently of each other. Discussion transpired.

#### **Unfinished Business:**

CVB Offices Status/Lease – Member Parsons stated there is an error in the lease, but a new one will be forthcoming next week.

Sports Complex/Tourism Product Development Fund – Mr. Miles stated that there is nothing new to report at this time.

#### **New Business:**

CVB Office Nominations will take place at the July meeting.

Chairman Little reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, July 27th, 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 5:34pm.

Respectfully submitted,

George Little

Chairman

/kdd