



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

**Regular Board Meeting
Thursday, May 28, 2015**

Members Present: David Byers, Jack Bickart, Tom Beddow, Claire Borneman, Randy Saunders, Bonnie McPeake, Kelly Miller, Pat Corso

Members Absent: Wayne Vest, Linda Parsons, Caroline Xiong, George Little

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 March 26th, 2015 minutes. Member Beddow moved for a motion to approve the minutes, seconded by Member Bickart. Motion was approved.

FINANCIAL REPORT – Mr. Miles reported for Secretary/Treasurer Little:

Room Tax Collections - The fiscal year collections thru March continue to be up, 2.6% compared to last fiscal year, and +1.4% to budget.

Expenditures - Total expenditures through March are well below budgeted at -9% (\$95,212).

Statement of Financial Position (Balance Sheet) - Also in your board packet is the Balance Sheet/ Statement of Financial Position through April 30, 2015 (unaudited).

Chairman Byers asked for a motion to approve the February and March financial statements as provided. Vice Chairman Miller made the motion, seconded by Member Beddow. Motion was approved.

CVB Budget FY 2015-16 Budget Packet – the CVB budget packet for FY 2015-16 was included in the handouts. This packet provided the supporting documents and was emailed to everyone earlier this month. The budget was approved by the Finance Committee on May 12th. Discussion transpired.

No questions to the staff were received regarding the CVB Budget and Chairman Byers asked for a motion to approve the FY 015-16 CVB budget packet. Vice Chairman Miller made the motion, seconded by Member McPeake. Motion was passed.

ADVERTISING REPORT – Member Beddow reported:

IAGTO NA Conference – this week was the site inspection for IAGTO, and Member Bickart explained all the details to the board. Pinehurst Resort has been given a verbal yes for the North American Conference at the end of June 2016 (**tentative**). Carlton Carugati was here this week for a site visit. Member Bickart and Member Beddow will attend this year's conference in Palm



Springs, CA, where the announcement will be made for next year's conference in Pinehurst, NC. VisitNC will be a sponsor and has pledged \$20k. Other FAM partners will help contribute to reduce the cost for Pinehurst Resort. One hundred wholesale partners will be here, with a total of 500 people for the conference. There will be FAM trips along the NC Coast, Charlotte, the mountains, Fayetteville, and Moore County. Discussion transpired.

Co-op Marketing -sales continue for these marketing packages.

Review Media Buy - the CVB Marketing Committee met in April and reviewed the FY 2015-16 media buy. Discussion transpired.

2016 Visitors Guide – this year embedded video will be in the digital version with new maps. The smaller size was well received. Discussion transpired.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Sales leads generated YTD are down 17% in room nights over last fiscal year, while bookings are down 8%, impacted by the strong numbers last year prior to the 2014 U. S. Open Championships.

Meetings & Conventions Development

- Introduced PGA Canada representative to Pinehurst Resort for future events and tournaments - Canadian Club & Professionals – went well.
- 1st Rugged Maniac event at Rockingham Dragway – Working on future events like this
- Possible bid for National or World Series – Top Gun Sports working with Moore County Parks & Recreation

Upcoming Groups:

- Executive Women's Golf Association Cape Fear Chapter - June, 25 people; 36 room nights
- Hyde Park Community Reunion – June, 300 people; 450 room nights

NC Golf Day (April 22nd) was a success and it received some good press with meetings with Governor and State Legislature.

Destination Priority Booking Calendar – a sports event booking calendar was included in the handouts to show the off peak times that sporting events could fill for our area. The CVB is working on calendars for 2017 and 2018 as well. Discussion transpired.

Public Golf Course Meeting – one of the local golf course's president met with Mr. Miles to discuss concerns about the slower travel golf course business in our area. He showed a slide presentation of the struggles to this industry. Discussion transpired.

CHAIRMANS REPORT – Chairman Byers reported:

Allied Association Reports:

Moore County Partners in Progress: Member Corso gave an update of a local building in Aberdeen to be used for future businesses. Discussion transpired.



Home of American Golf

Unfinished Business:

Aberdeen Athletic Complex/Development Feasibility – Mr. Miles gave an overview of the feasibility study completed by SFA. An executive summary was included (in the handouts) and discussed. The CVB will not sign off on the final report until the board has had time to review it and ask questions.

He displayed a slide presentation which showed that every \$1 invested would generate an \$8 return. Additional information was provided in the report to address concerns about seasonality and lodging rates (too low).

Senate Bill 1184 was included as a handout which states that a sport authority can be created to manage and maintain the potential sports complex without any new legislation. Discussion transpired. To accommodate additional action on the sports complex issue, a special CVB board meeting may be called for late June.

New Business:

Chairman Byers reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, July 23, 2015 at 4pm.

There being no further business to bring before the Board, Chairman Byers asked for a motion to adjourn. Member McPeake made the motion and Vice Chairman Miller seconded. The meeting was adjourned at 5:25pm.

Respectfully submitted,

David Byers
CVB Board Chairman

/kdd