



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

**Regular Board Meeting
Thursday, June 27, 2013**

Members Present: Tom Pashley, David Byers, Ken Crow, Tom Beddow, George Little, Kelly Miller, Patrick Coughlin, Caroline Xiong

Members Absent: Pat Corso, Carrie Neal, Bonnie McPeake, Wayne Vest, Randy Saunders

Staff Present: Caleb Miles, Karen Davis

The meeting was called to order at 4:00 pm by Chairman Pashley.

Chairman Pashley asked for approval of the April 4, 2013 minutes with the removal of Member Corso's name as he was absent from this meeting. Member Miller moved for a motion to approve the minutes, seconded by Member Byers. Motion was approved unanimously.

FINANCIAL REPORT – Member Miller reported:

Room Tax Collections - April registered a bit of a rebound, up 4.6%. For this fiscal year to date through April, collections are down 2.9% (as compared to prior year).

Expenditures -Expenses YTD through April are still significantly below YTD budgeted (\$137,066) with the total variance to budget off just \$7,537.

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

FY 2013-14 Budget – The proposed budget for FY 2013-14 was emailed last week, along with a request to call if you had any questions. None were received; Mr. Miles and Member Miller informed the board that the budget process was changed at the County unbeknownst to the CVB, and therefore the budget approved by the County Commissioners on June 4, 2013, is the one to be considered for vote today not the revised version sent out to the board. Accordingly, changes to the budget would be necessary, and will be present at the August meeting. The overall budget total for FY 2013-14 was the same, \$1,575,620 as approved by the County which will simplify the August changes. Discussion transpired.

Member Miller asked for approval of the budget as provided to the County of Moore on June 4, 2013, seconded by Member Little. Motion was approved.

Potential Accounting Standard Changes (update) - an item that we discussed last meeting that impact CVBs in North Carolina for 2013 and beyond based on interpretation from the Local Government Commission:



1. Year End Audit (separate from County audit) – an email was sent explaining that this is required and why. In the handouts was the contract with Martin, Starnes, & Associates, CPAs, PA.

ADVERTISING REPORT – Member Crow reported:

Co-op Launch - the staff had a very successful launch for co-op and to date we are well ahead of last year's pace with signed contracts. The co-op booklet was included as a handout.

2014 Visitors Guide - the CVB is off to a very good start with the new Visitors Guide and their new partner, Compass Media. The media kit that the sales rep, John Balhouse, is using was included in the handouts. The CVB would appreciate the board's help in passing along any contacts/leads to the CVB for Mr. Balhouse to call. Ad sales close on September 6, 2013.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Meetings & Conventions - leads are up 5% (in room nights), down 9% for bookings YTD.

- Exhibited at the inaugural Fair Barn Wedding Expo and met with potential brides from Raleigh, Charlotte, Fayetteville and other areas.
- Attended US Kids Golf meeting to review plans for 2013 USKG events including RDU Airport Welcome, post event survey, and new coupon book.
- Presented bid for the 2014 World Championship – Dixie Youth Girls Softball in co-operation with Moore County Parks & Recreation.
- Met with the Village of Pinehurst Parks & Recreation staff to discuss rates and other issues relating to the Fair Barn and how to get corporate business Monday through Thursday.

Upcoming Groups:

- NC State Beekeepers Association – June; 450 people, 640 total room nights
- East Coast Biker Association – July; 4,500 people, 2,000 total room nights
- 2013 Babe Ruth/Cal Ripken 10 U State Baseball Tournament – July; 210 people, 160 total room nights
- US Teens and US Kids Golf – July; 5,000 people, 6150 total room nights
- NC Register of Deeds Association – August; 225 people, 430 room nights
- 2013 Big I - National Jr. Classic Golf – August; 500 people, 850 total room nights

Public Relations - U.S. Open Media request have started and are stronger than 2005, especially in state television.

Marketing Concours D'Elegance – Mr. Miles is meeting with Director tomorrow to review plan for next year. They have a great PR engine for that event.

SAS Championship – the CVB will be exhibiting at Prestonwood Country Club in mid-October at the Champions Tour for the first time and expect a large crowd.



2014 US Opens -attended a meeting in Raleigh with Secretary of Commerce Decker to go over a proposed partnership with Commerce, CVB, and RTRP for corporate hospitality at the Opens. The Dept. of Commerce has plans to unveil the new NC Brand, which is a substantial investment, at the U.S. Opens. RTRP and CVB would be under the State's umbrella at the Corporate Village with an estimated cost of \$75-\$90K over two fiscal years for the CVB. Other CVB initiatives will be: U.S. Open banners, mobile app, Visitor Information Center near the main gate, and an airport greeting at RDU (separate contractor).

CVB Board Access to Website – Mr. Miles gave the board members the username and password for the website for past board packets including minutes, agenda, reports.

NC Tourism/NC Dept. of Commerce -big changes are a foot with the change in the economic regions (enterprise zones) with Senate Bill 127 and change in tourism development program with the privatization. Discussion transpired.

Tourism 25 Conference/Future Planning - celebrating 25 years of Destination Marketing, there will be held September 4th at Pinehurst Resort. It will be held in conjunction with the NC Division of Tourism program called TRAC (Tourism Resource Assistance Center) on the second day (September 5th), which brings in a team from their office to educate and extend marketing relationships with the division. Mr. Miles said that Mike Butts with the USGA is the expected speaker and asked for the board members' help with this event. Discussion transpired.

CHAIRMANS REPORT – Chairman Pashley reported:

Allied Association Reports:

Moore County Chamber of Commerce – Chairman Pashley congratulated Member Coughlin for being nominated for Chamber of the Year. Member Coughlin explained that there has been more interest in the Chamber building as of late due to the upcoming Morganton Road property development. An appraisal of the building will be forthcoming. Discussion transpired.

NOMINATING REPORT:

The following slate of Officers recommended for 2013-14 by Nomination Committee Chairwoman Bonnie McPeake, were sent out to the board early last week. The following have been proposed:

2013-2014 CVB Proposed Slate of Officers

Chairman	David Byers
Vice Chairman	Kelly Miller
Secretary/Treasurer	George Little

Chairman Pashley asked for any nominations from the floor. There being none, Member Crow moved for a motion and Member Coughlin seconded. Motion was passed.

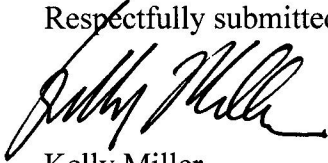
New Business:

The Board thanked Chairman Pashley for his service over the last two years and presented him with a plaque. Discussion transpired.

Chairman Pashley reminded everyone of the next CVB Board Meeting is scheduled for Thursday, August 22, 2013 at 4pm.

There being no further business to bring before the Board, Chairman Pashley adjourned the meeting at 5:10pm.

Respectfully submitted,



Kelly Miller
Secretary/Treasurer