



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

**Regular Board Meeting
Thursday, July 17, 2014**

Members Present: David Byers, Jack Bickart, George Little, Caroline Xiong, Randy Saunders, Tom Beddow, Bonnie McPeake, Kelly Miller

Members Absent: Carrie Neal, Wayne Vest, Linda Parsons, Ken Crow, Pat Corso

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 May 22, 2014 minutes. Member Bickart moved for a motion to approve the minutes, seconded by Member Beddow. Motion was approved.

FINANCIAL REPORT – Secretary Little:

Room Tax Collections - This spring was very solid with April and May combined up 13.6% compared to last fiscal year; collections are up 6.1% YTD to budget.

While we still have June's revenues to add to the fiscal year (which include the U.S Opens) conservatively we're on pace for a record year. Discussion transpired.

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

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

CVB FY 2014-15 Budget Packet - The total budget for the new year of \$1,448,620 remains the same as approved by the CVB Board and County Commissioners in May.

The CVB FY 2014-15 budget packet was emailed earlier this week. There have been no questions/comments from the board since it was delivered. Member Little reviewed key items in the proposed budget packet.

Chairman Byers asked for a motion to approve the April and May financial statements and budget as provided. Secretary Little made the motion, seconded by Member Beddow. Motion was approved.

ADVERTISING REPORT – Member Beddow reported:

International Marketing - Member Bickart gave an IAGTO recap report from the Pinehurst Resort's Sales Manager who attended. All appointments were filled at this first ever event attend by the resort. The tour operators were very receptive and the resort has already had bookings from the show. They are very pleased with the response and plan to try host it here if possible in 2016. The request for proposal will be available in September.

US Open Familiarization tours – NC Division of Travel and Tourism brought three FAM Tours with operators and media from: Canada, UK, and Germany (the list was included the handouts). Mr. Miles showed a PowerPoint presentation regarding the difference amounts spent by foreign tourists compared to domestic tourists. The amount to get them to the United States can be costly, but they tend to spend 250% more per trip than domestic visitors.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Meetings & Conventions - Sales leads generated YTD are up 21% in room nights over last fiscal year, while bookings are up 2%.

2014 U.S. Open Championships – Meeting & Convention Clients

- Invited over 200+ potential meeting & event planners to attend the US Open Championships.
- 31 clients and guests attended during the 2 weeks
- Clients were from various markets including: Corporate, Medical, Pharmaceutical, State & Regional Associations, Sports, Automotive, etc. The planners represent potential Annual Meetings, Board Meetings, Golf Tournaments, Regional Meetings and sporting events such as wrestling, marathons, biking events etc.
- Met with Regional Economic Development clients for potential meetings & events.

Public Relations/Publicity – US Opens Golf stories/articles were passed around, ad value for those that had ad value was \$76,458.

CVB Website - for the fiscal year unique visits were up 21%. The CVB is contacting vendors to quote possible site upgrades including SEO work and new social media campaigns.

2014 US Opens Recap (PowerPoint) - universally the reviews/response for the two Opens has been extremely positive. The room tax numbers are not available yet nor are the USGA/NCSU survey results yet, but they should be in by next month and should be very enlightening.

Area Sports Commission/Alliance -sports now make up 14% (and growing) of the CVB booked room nights on an annual basis and other CVBs are seeing this as a key trend (Raleigh and Durham 40-50% of booked nights). The CVB has been working with local sports facilities and clubs (soccer, football, volleyball, and tennis) on an informal basis, but will look to expand/formalize this during a meeting on July 24th at the CVB. Meeting planners like working with alliances such as this under the CVB to efficiently handle the room bookings. To be clear this would not be a new public authority, just a commission or alliance.

Foodie Survey/Program (PowerPoint) – Mr. Miles shared some new information about another project via a study we participated in with Appalachian State University on culinary tourism. This is a free study supplied to the CVB as part of a pilot program with Durham and Asheville. Everyone who travels also has to eat and a foodie is considered a person who seeks new food experiences as a hobby rather than simply eating out of convenience or hunger.

CHAIRMAN'S REPORT – Chairman Byers reported:

Old Business:

Code of Ethics – a copy of the policy was included in the handouts. Discussion transpired. Member Bickart made a motion to pass the policy and Member Beddow seconded the motion. The motion was passed.

Room Occupancy Tax Legislation – Mr. Miles asked everyone to thank Representative Boles for all his help getting the room tax legislation passed.

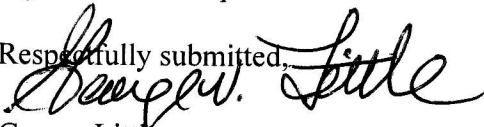
Aberdeen Athletic Complex/Development Feasibility – Mr. Miles informed the Board that Partners in Progress has been in touch with the land owner to offer an option on the land to donate acreage for a sports complex. Discussion transpired. A feasibility study may be completed in the future.

New Business:

Chairman Byers reminded everyone of the next CVB Board Meeting is scheduled for Thursday, September 25, 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 Miller seconded. The meeting was adjourned at 5:10 pm.

Respectfully submitted,


George Little
Secretary/Treasurer