



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

**Regular Board Meeting  
Thursday, July 27, 2017**

Members Present: George Little, Bonnie McPeake, Tom Beddow, Kelly Miller, Jack Bickart, David Byers, Frank Quis,

Members Absent: Caroline Xiong, Wayne Vest, Linda Parsons, Pat Corso, Claire Borneman

Staff Present: Caleb Miles, Karen Davis

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

Chairman Little asked for approval of the May 25, 2017 minutes. Member Miller moved for a motion to approve the minutes, seconded by Secretary/Treasurer Bickart. Motion was passed.

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

**Room Tax Collections** – YTD collections through May remain in great shape up, 8.3% to prior year with May registering an all-time record collection for that month, making it the 8<sup>th</sup> out of 11 months of the fiscal year to do so.

**Expenditures** - The overall position through the eleventh month of the fiscal year shows a positive variance to budget of \$115,663, as expenditures remain below our projections, while revenues are inline. We will have the final tab for FY2016-17 at our September Board Meeting.

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

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

**CVB FY2017-18 Amended Budget Ordinance** - the 2017-18 Amended Budget Ordinance needs to be approved to include the County CFO and the CVB's Deputy Finance Officer. Included in your handouts is the FY2017-18 Amended Budget Ordinance.

Chairman Little asked for a motion to approve the amended FY 2017-18 Budget Ordinance as provided. Secretary/Treasurer Bickart made a motion, seconded by Member Miller. Motion was approved.

**ADVERTISING /MARKETING REPORT**– Vice Chairman Beddow reported the CVB new creative is mostly completed. Mr. Miles displayed a PowerPoint of all the variations of the new golf, meeting and leisure ads with several different co-op marketing partners included in the advertising. He thanked Vice Chairman Beddow for this role with the Marketing Committee in developing the new campaign.



The staff is also looking at updating the website including some new ideas to enhance the visual experience even VR (Virtual Reality) with more information on that at the next board meeting. Mr. Miles showed an example of a promotional VR viewer. Discussion transpired.

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

**Meetings & Conventions Development -** Closed out the year with a solid growth at 22% in group business room nights and bookings down 14% due to two very large events the prior fiscal year.

**Meetings & Conventions:**

- VisitNC PGA Fam – August 9 & 10th in Pinehurst area. Group playing Pinehurst No. 2 on arrival, then check into Pinehurst Resort with dinner that evening at Pine Needles. 20+ FAM attendees include International & National Golf Tour Operators and media.
- Hosting the EDPNC Board & Investors August 17-18<sup>th</sup>. Invite for August 17<sup>th</sup> Reception at Pinehurst Resort Club.

**Upcoming Groups:**

- US Teens World Championships – July; 1,000+ people, 3,600 room nights
- US Kids World Championships – July/August; 7,000+ people, 7,600+ room nights
- EDPNC Board Meeting – August; 75 people, 50 room nights

**EDPNC –** The EDPNC board meeting will be at Pinehurst Resort on August 17-18th. The board will be invited to a reception on the 17<sup>th</sup>, with details coming soon.

**St. Andrews Trust Letter - Homeofgolf.com -** The door on the St. Andrews Trust issue can hopefully be closed for now. The letter that was emailed was included as a handout.

**Performance Measurements -** Mr. Miles stated he would show the performance measurements/metrics for the FY2016-17 at the next board meeting. He added that the cost per room night lead has come down.

**Administrative Director –** Pleased to announce that Karen Davis is now our Administrative Director, a well-deserved title upgrade. We appreciate all her good work.

**Destination/Golf Product Upgrades & Changes**

**US Kids/Teens Golf Championship:**

- Teens – this week
- Kids – next week
- Expect another strong turnout this year (the 11<sup>th</sup>) here in Moore County with more promotion and sponsors.



Home of American Golf

**CHAIRMANS REPORT – Chairman Little reported:**

**Unfinished Business:**

CVB Offices Status/Lease – Mr. Miles stated the CVB is now aggressively looking for new office space. The current contract on the building continues to move forward at this time.

**New Business:**

CVB Officer Nominations: the following slate of officers was being presented to serve for FY2017-18:

Chairman	-	Bonnie McPeake
Vice Chairman	-	David Byers
Secretary/Treasurer	-	Tom Beddow

Member Byers announced that his position at Comfort Inn will soon be ending. Discussion transpired.

Chairman Little asked for a motion to approve the slate of officers as presented. Member Miller made a motion, seconded by Secretary/Treasurer Bickart. The new officers were approved.

Chairman Little reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, September 28th, 2017 at 4pm.

There being no further business to bring before the Board, Chairman Little asked for a motion to adjourn. Chairman Little adjourned the meeting at 4:43pm.

Respectfully submitted,

Thomas Beddow  
Secretary/Treasurer  
/kdd