



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

**Regular Board Meeting
Tuesday, July 28, 2016**

Members Present: George Little, David Byers, Jack Bickart, Linda Parsons, Kelly Miller, Bonnie McPeake (by phone), Tom Beddow, Caroline Xiong

Members Absent: Randy Saunders, Wayne Vest, Pat Corso, Claire Borneman

Staff Present: Caleb Miles, Karen Davis

The meeting was called to order at 4:03 pm by Chairman Little.

Chairman Little asked for approval of the May 17, 2016 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 - The fiscal year collections YTD thru May are up 4.3% over last fiscal year and in good shape thru most of the fourth quarter. March and April were very strong, up over 8% compared to last fiscal year.

Expenditures - The overall position through 11 months of the fiscal year shows a positive variance to budget of +\$66,259 (+5%) with revenues in excess of expenditures of \$40,740. We expect year end to also reflect a positive position of +4-6% against budget leaving us in very good standing for the full fiscal year.

Statement of Financial Position (Balance Sheet) - also included in the board packet is the Balance Sheet/ Statement of Financial Position through June 30, 2016 (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.

ADVERTISING REPORT – Vice Chairman Beddow reported:

IAGTO-NAC was a big success and it's expected to produce results for years to come. Secretary/Treasurer Bickart gave a recap of the event. 158 wholesales were at the NAC which is way beyond the last record set. The Taste of NC was very well received. Mr. Miles added the payoff will be down the road because 80-90% of the attendees had never been here before. He thanked the local hoteliers and golf courses for their contributions to the FAM trips, pre and post.

Secretary/Treasurer Bickart added that there were even 12 wholesalers from China, with 24 wholesalers from the Australia, New Zealand area. Discussion transpired.



CVB New Creative – the staff is still discussing and reviewing various agencies’ capabilities in the state and will work with this committee on developing new creative.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Meetings & Conventions Development - Room nights leads are down 4% while room night bookings are up 14%.

Upcoming Groups:

- US Teens World Championships - July
- US Kids World Championships – August

New Website - Working with our vendor New Media Campaigns a successful launch was completed, with some minor content changes, but plan to nail down a new SEO and social media plan to begin in August.

Uwharrie Regional Tourism Project – Mr. Miles reported that an application has been completed with the National Park Service for asset inventory, mapping, and technical assistance.

Branding Guidelines

The CVB Branding Guidelines were updated last month and a copy was included in the handouts. Please note that the CVB Home of American Golf logo is available for use with permission.

Performance Measurements/Metrics/Strategic Business Plan – Mr. Miles displayed a PowerPoint presentation that shows how the CVB is expanding the performance measurement/reporting process with full staff involvement. He showed the full list that will be used in a BSC approach.

Key changes have been made in the planning process and using a DMAI recommended three year Strategic Business Plan model integrated with these Performance Measurements/Metrics with the goal of having it completed by the next board meeting.

NOMINATING REPORT – Member Byers reported:

The following Officers have all agreed to serve a second term for 2016-17:

2016-17 CVB Proposed Slate of Officers

Chairman	-	George Little
Vice Chairman	-	Tom Beddow
Secretary/Treasurer	-	Jack Bickart

Member Byers asked for any nominations from the floor. There being none, he asked for a motion for the slate as proposed. Member Miller moved for the motion, seconded by Member Parsons. The motion passed as proposed with the same members keeping their current positions as officers for the CVB Board.



CHAIRMANS REPORT – Chairman Little reported:

Allied Association Reports:

Moore County Chamber of Commerce: Member Parsons stated that the sale of the Chamber building is still in the works with no new updated. She reminded everyone of the upcoming Chamber Golf Classic at Pinehurst #8. There will also be a celebration in March 2017 of the Chamber's 50th year.

Mr. Miles stated that the CVB is once again looking for office space. If anyone has recommendations, please let us know.

Unfinished Business:

Aberdeen Athletic Complex/Tourism Strategic Plan – Mr. Miles stated that they are still looking at various financing options. Discussion transpired about the Brydant Inc. group that made a presentation in July using a lease/lease approach.

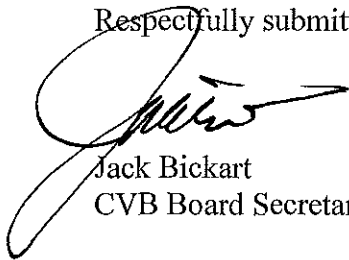
CVB Board Commitment Form – Discussion transpired about the wording of this document. Since Member McPeake wasn't present she asked the board to hold off on a vote until the next board meeting in September.

New Business:

Chairman Little reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, September 22th, 2016 at 4pm.

There being no further business to bring before the Board, Chairman Little asked for a motion to adjourn. Member Miller moved for the motion, seconded by member Byers. The meeting adjourned at 4:48 pm.

Respectfully submitted,



Jack Bickart
CVB Board Secretary/Treasurer

/kdd