



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

**Regular Board Meeting  
Thursday, August 22, 2013**

Members Present: Tom Pashley, Pat Corso, Ken Crow, Tom Beddow, George Little, Kelly Miller, Bonnie McPeake, Caroline Xiong

Members Absent: David Byers, Patrick Coughlin, Carrie Neal, Wayne Vest, Randy Saunders

Staff Present: Caleb Miles, Karen Davis

The meeting was called to order at 4:01 pm by Vice Chairman Miller.

Chairman Pashley asked for approval of the June 27, 2013 minutes. Member Crow moved for a motion to approve the minutes, seconded by Member Pashley. Motion was approved unanimously.

**FINANCIAL REPORT – Mr. Miles reported:**

**Room Tax Collections** - June registered a significant rebound, up 19.1% compared to last fiscal year, collections are down 0.3% and down 2% to budget (completed fiscal year).

**Expenditures** - Expenses YTD through June are still significantly below YTD budgeted (\$127,888) with the total variance to budget off \$34,115 (2%).

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

**FY 2013-14 Budget** – included in the handouts was the budget line item adjustment required for the new fiscal year based on the early adoption of CVB Budget by the Commissioners. Total budget is the same, so no revenue change is required. Discussion transpired.

Member Miller asked for a motion to approve the financial statement and budget transfer as provided. Member McPeake made the motion, seconded by Member Beddow. Motion was approved.

**ADVERTISING REPORT – Member Crow reported:**

The staff completed the co-op program with 19 businesses signed up to date with increased revenues from last year.



2014 Visitors Guide – the work is going well on the guide with new publishing company, Compass Media. Some of the new creative for the guide should be available to show at the next board meeting.

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

**Meetings & Conventions** - Convention & Meeting leads were up 2.6% in room nights with 111 leads and 39,521 room nights. Bookings totaled 69 for the fiscal year, down 10% with 31,791 room nights.

- Director of Sales, Beverly Stewart was appointed Meeting Planning Chairperson for Meeting Professionals Intl. – Carolinas Chapter for 2013-2014.
- Bid successful for Dixie Girls Softball – STATE Championships. July 2014, 32 teams and parents 6 days; 960 total attendees, 1,380 room nights.
- Bid presentation in September for 2015 WORLD Series of Dixie Girls Softball. August 2015; 900 attendees, 1,300 room nights.

### **Upcoming Groups:**

- NC Register of Deeds Association – August, 225 people – 430 total room nights
- Destination Marketing Assoc. Leadership - September, 120 people – 82 room nights
- NRA Sandhills Meeting – October, 150 people - 40 room nights
- NCAE 4H State Meeting – October, 150 people - 100 room nights

### **Wounded Warrior Golf Tournament**

Former Board Member Sharon King has asked us to share this golf tournament information with the board for an event that is close to her heart, Wounded Warriors. It's a September 14<sup>th</sup> event at the Southern Pines Golf club. See the handouts for details and let Mr. Miles know if anyone is interested in getting a foursome together.

**Public Relations** – articles totaling \$2,290.14 - Serendipity (5 page piece) Living in Fairfield & Westchester Counties, NY, very affluent New York City suburbs.

### **Marketing**

Mr. Miles attended the organizational meeting of the newly-formed Village of Pinehurst Area Golf Association. The association has a new board, website, and approach. They are looking for ways for the CVB to work with them cooperatively.

**2014 US Opens** – the CVB is still waiting for full approval for welcome to Moore County Home of the U.S. Open Championships signs to be approved by NCDOT. They have all been assembled and are ready to go. There will be a media event with the County when the first sign is installed.

Member Corso expressed his concern over the signs not being a priority for the State. Member Little stated that he would help schedule a meeting with the Governor to address this issue and other marketing opportunities for the U.S. Open Championships. Discussion transpired.



Member Corso also discussed the events that may take place in the Village of Pinehurst during the U.S. Open Championships to help keep spectators involved in the area after the tournament play has finished each day.

**2013 US Kids Golf** - another successful event for 2013 with good weather on 10 courses with a new corporate sponsor, Honda. This year the CVB is working with US Kids Golf on a survey, which always provides some valuable insight. A new added feature this year for the tournament was the welcome desk at the RDU Airport. CVB staff and volunteers helped answer questions for players and their families during both weeks.

### **NC Tourism/NC Dept. of Commerce**

On August 7<sup>th</sup> the CVB hosted Jody Hanson and Kirsty Dillury with Travel & Tourism Marketing Ltd., the new company hired to represent NC in the United Kingdom. Beverly Stewart gave the group a tour of the destination. The group did discuss packaging to international golf tour operators. The group was very impressed with the area.

### **2012 International Travel totals (PowerPoint)**

- Top 6 (account for 1/2)
- UK – 13%
- Germany 11%
- \* China 5% (increased spending per visitor)
- Mexico 4%
- Japan 3%
- India 3%
- Europeans spend more at restaurants/dining
- 669,000 visitors \$314 million
- \*doesn't include Canada

**Tourism 25 Conference** (Wednesday, September 4<sup>th</sup> at Pinehurst Resort) and included in the packet was a handout about the upcoming conference. Mr. Miles encouraged everyone to attend if they haven't registered yet at a reduced rate of \$65. We will be using the conference to help the CVB with strategic planning with a survey and speakers. Discussion transpired.

**Home of American Golf** - the registration certificate for “the Home of American Golf” was received this week via the US Patent and Trademark Office, which means it is protected and privileged. The full renewal process will take place again in 10 years as well as a 5 year declaration of use filing. Jim McNeill, of Clarke & Phifer, did the work and an excellent job keeping us advised of the process.

**Partners in Progress – Moore Opportunity** - The survey/study is complete and Member Corso explained that we have some excellent new information that will help our tourism marketing. They are currently searching for a vendor for a website and social media. At the next board meeting there will be a short presentation of the study results.



## **CHAIRMANS REPORT – Vice Chairman Miller reported:**

### **Allied Association Reports:**

**Moore County Partners in Progress** – Member Corso reported that there is much going on for Moore County including a new gun manufacturer in Robbins who plans to have 8-9 employees.

**Unfinished Business** - CVB offices and Chamber building pending sale implications. Mr. Miles explained to the board the Chamber has had the building appraised and plan to list it for sale. Information on space needs and process was provided. Discussion transpired.

### **New Business:**

FY 2013-14 Committee appointments – a handout was included that listed the new committee appointments by Chairman Byers were distributed. Any changes should be discussed with Chairman Byers.

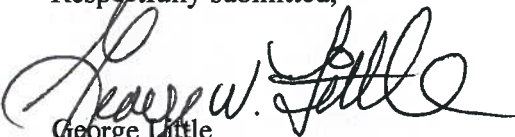
Village of Pinehurst Zoning Issue/Board position – Member McPeake discussed with the board her concerns of the potential re-zoning change in the Village of Pinehurst of the second largest retail space (Mystic Cottage) and asked the board to voice their concerns as a whole to preserve the future of tourism in the Village. Discussion transpired.

Member McPeake made a motion to create a letter to send to the Village of Pinehurst Council stating the concerns and impact of the reduction of retail in the Village. This letter is to be agreed upon by the Board before it is sent. Seconded by Member Beddow. Mr. Miles will also provide a process template for the board to consider for future instances where a formal board position is requested.

Vice Chairman Miller reminded everyone of the next CVB Board Meeting is scheduled for Thursday, October 24, 2013 at 4pm.

There being no further business to bring before the Board, Vice Chairman Miller adjourned the meeting at 5:33pm.

Respectfully submitted,

  
George Little  
Secretary/Treasurer