



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

**Regular Board Meeting
Thursday, August 26, 2014**

Members Present: David Byers, Jack Bickart, George Little, Caroline Xiong, Randy Saunders, Tom Beddow, Bonnie McPeake, Kelly Miller, Linda Parsons, Ken Crow, Pat Corso

Members Absent: Carrie Neal, Wayne Vest, Jack Bickart

Staff Present: Caleb Miles, Karen Davis, Beverly Stewart

The meeting was called to order at 4:02 pm by Chairman Byers.

Chairman Byers welcomed the board and stated that this specially called meeting was to discuss the proposed Aberdeen Sports Complex and the feasibility study which needs funding. Chairman Byers asked Member Corso to provide more information. Member Corso displayed a conceptual plan of the land in Aberdeen and provided its history. He stated that Partners in Progress has proposed the family donate 60 – 100 acres to a non-profit entity, (Partners in Progress) who could accept the land as a 501(c)3. This could be an intergovernmental approach for a sports facility for many uses in Moore County. The proposed location of the donated land is ideal, because of the road frontage on 15-501 and location close to tourism services.

Work to date on the project has netted some results specifically:

- 1) The Town of Aberdeen has voted to allocate \$15,000 to pay for part of the feasibility study.
- 2) Mayor Fiorillo of the Village of Pinehurst said that she is in favor of the support, but could not speak for her Council.
- 3) Member Corso, Mr. Miles and Robert Hayter have set times to meet with everyone in each town council on September 3rd and 4th for the feasibility study from the three towns and the County of Moore.

A Request for Qualifications is being submitted for the two companies that have provided proposals and there could possibly be a third company. Mr. Miles reviewed the current status of amateur athletics and how a well-planned consolidated complex could greatly enhance sports tourism for the county.

Member Saunders added that soccer is the most played sports for girls and boys and that football and lacrosse have grown in our area and need more fields as well. The existing fields in the County have had growing pains and parking issues. This new sports complex could be good for the community and economic development. He encouraged everyone to take a look at a sports app called SINC that lists endless sporting events throughout the year. Discussion transpired.



Home of American Golf

Member Corso explained that Richmond County is looking to build a similar complex, but with the aid of a bond (referendum this fall). He added that they do not have the infrastructure of hotels and restaurants that Moore County has.

In the proposed first phase there will be 8 soccer (rectangular) fields and possibly a stadium and in the second phase there could be up to an additional 8 fields.

Mr. Miles informed the board that amateur sports is now the faster growing segment of tourism and sports make up 20% (and growing) of the CVB booked room nights on an annual basis. Other CVBs in the state are seeing this as a key trend (Raleigh and Durham 40-50% of booked room nights). New sports complexes have been built in Charlotte and are being built in Myrtle Beach.

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 through an area Sports Alliance. Sports planners like working with alliances such as this under the CVB to efficiently handle the room bookings, logistics, etc.

Member Miller questioned why the family would not pay for the feasibility study. The board was informed that the family had already spent a substantial amount for surveying and for the conceptual plan. Discussion transpired.

Member Corso informed the board about John May's idea to offer an option on the land. Discussion transpired.

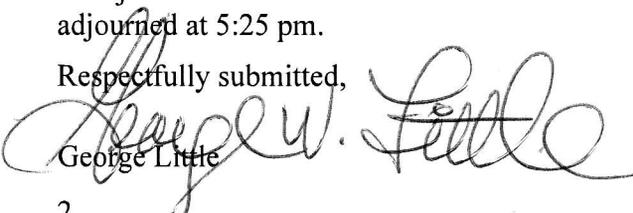
Chairman Byers asked Member Saunders where the Commissioners stood on this issue and he said they wanted to wait to see what came out of this meeting and where the other towns stand on this issue of funding.

Member McPeake made a motion for the CVB to fund up to \$15,000 for the feasibility study contingent upon the land donation (option) for up to 100 acres. Member Crow seconded the motion and the motion passed unanimously.

Member Miller asked for a committee to handle any procedures from here on, to attend the next meetings and to keep the board informed. Chairman Byers said the Executive Committee will handle this. Mr. Miles said that the funds could come from either the fund balance or contingency. Member Miller asked the Finance Committee to work on this for the board.

There being no further business to bring before the Board, Chairman Byers asked for a motion to adjourn. Member Miller made the motion and Member Beddow seconded. The meeting was adjourned at 5:25 pm.

Respectfully submitted,


George Little