



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

**Regular Board Meeting  
Tuesday, September 22, 2016**

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

Members Absent: Randy Saunders, Wayne Vest, Caroline Xiong, Claire Borneman

Staff Present: Caleb Miles, Karen Davis

The meeting was called to order at 4:05 pm by Chairman Little.

Chairman Little asked for approval of the July 28, 2016 minutes. Member McPeake moved for a motion to approve the minutes, seconded by Member Byers. Motion was passed.

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

**Room Tax Collections** - FY 2015-16 Room tax collections ended on a positive note, up 3.9% over last fiscal year, which is the highest (non U.S. Open year) recorded room occupancy tax ever. The new fiscal year collections for July are down slightly, -4.0% to prior year.

**Expenditures** - FY 2015-16 year end expenditures were under budget by 9% (\$126,326) leaving \$38,239 for the CVB Fund Balance. The overall position through the first month of the fiscal year, July, shows a positive variance to budget of \$52,229 (+45%) with revenues in excess of expenditures of \$70,185.

**Statement of Financial Position (Balance Sheet)** - Also in your board packet is the Balance Sheet/ Statement of Financial Position through August 31, 2016 (unaudited).

Chairman Little asked for a motion to approve the June and July financial statements as provided. Secretary Treasurer Bickart made the motion, seconded by Member McPeake. Motion was approved.

**ADVERTISING REPORT** – Vice Chairman Beddow reported:

CVB New Creative – Bouvier Kelly has been selected to develop new golf creative and the CVB Marketing Committee will review creative concepts for both print and digital at its next meeting in late October. Discussion transpired.

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

**Meetings & Conventions Development** - Leads activity is down slightly to last year. Off 4% while bookings room nights are up a healthy 14%.

### **Upcoming Groups:**

- Combat Veterans Motorcycle Association – September; 150 p. 150 rm. nts
- Rugged Maniac – October; 5,000+ p. 600 rm. nts.
- NC Orthopedic Association - October; 150 p. 260 rm. nts.

**Public Relations** – Mr. Miles passed around the September issue of *Our State* magazine. It includes a story about the oldest long leaf pine in Southern Pines. Discussion transpired.

**CVB Strategic Business Plan** – a draft of the 3 year plan was included in the handouts. There is still some staff content/performance measurements to finish, but wanted the board to see the new format and please provide your feedback.

**Uwharrie Regional Tourism Project** – Mr. Miles discussed that hopefully in 2018 the National Park Service will provide assistance with asset inventory, mapping, and technical assistance. A website is being developed now along with a marketing plan for the region based on the research.

**State Tourism Data** - A PowerPoint slide was shown presenting Moore County as the 11<sup>th</sup> largest tourism economy in NC based on visitor spending along with some additional data including \$441.84 million in visitor expenditures, 5,450 direct jobs, \$34.5 million state & local taxes generated. Mr. Miles also included a slide displaying the market share over the last 26 years and potential 15% increase in visitor spending if the room tax was 6% vs. 3% it currently is now.

### **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 updates. The Chamber is fully staffed now and have a couple more events before the year is closed. She reminded everyone of the 50<sup>th</sup> anniversary annual banquet on Friday, March 17, 2017.

**Moore County Partners in Progress:** Member Corso wanted to thank several members for their letter of support of Partners. Other businesses also stepped up in support including some local farmers and Situs. Partners is in the strategic planning process and has asked Charles Hayes for his help with an actionable plan and metrics. Many businesses including Randolph Electric and Duke Energy are pledging to help with grant money. Partners has assured us, a new German company will be coming to the area.

#### **Unfinished Business:**

Mr. Miles stated that the CVB is still looking for office space in the event a move is necessary. If anyone has recommendations, please let us know.



*Home of American Golf*

Aberdeen Athletic Complex/Tourism Strategic Plan – Mr. Miles stated that it's been challenging but we are still meeting with a variety of advisors/partners in order to find the best financing model. Some new information should be submitted by the end of the month from Davenport out of Charlotte, who has worked on projects in North Carolina and has a good relationship with the Local Government Commission. Discussion transpired.

CVB Board Member Commitment Policy – Member McPeake proposed that the board approve a member commitment policy back in May 2016. Comments from Member Miller have been added and a new commitment policy was emailed to the board this afternoon. Discussion transpired. Member McPeake moved to approve the policy, seconded by Member Byers. The motion was passed, with opposition by Member Miller.

**New Business:**

Chairman Little congratulated Mr. Miles on his CDME designation. He stated he knows it took a lot of hard work to accomplish and he appreciated the time and effort it took to finish this impressive designation.

Mr. Miles stated the he is having foot surgery in late October and will be working from home for a while until his doctor allows him to drive.

Chairman Little reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, November 17th, 2016 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 5:04 pm.

Respectfully submitted,

Jack Bickart  
CVB Board Secretary/Treasurer

/kdd