



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

**Regular Board Meeting
Thursday, September 25, 2014**

Members Present: David Byers, Jack Bickart, George Little, Caroline Xiong, Bonnie McPeake, Linda Parsons, Ken Crow

Members Absent: Kelly Miller, Pat Corso, Randy Saunders, Tom Beddow, Wayne Vest,

Staff Present: Caleb Miles, Karen Davis

The meeting was called to order at 4:04 pm by Chairman Byers.

Chairman Byers asked for approval of the July 17th and August 26th, 2014 minutes. Secretary Little moved for a motion to approve the minutes, seconded by Member Parsons. Motion was approved.

FINANCIAL REPORT – Secretary Little:

Room Tax Collections - This summer reflects the impact of the 2014 US Open Championships with June up 163.3% and July up 3.1% compared to last fiscal year. Discussion transpired.

Expenditures - Expenses through July of the new fiscal year are well below budget, while FY 2013-14 also registered efficiencies as total expenditures were 8% below budget.

Statement of Financial Position (Balance Sheet) - Also in your board packet is the Balance Sheet/ Statement of Financial Position FY 2013-14 (unaudited). Mr. Miles displayed a slide of the record room tax collection.

CVB Audit – Secretary Little noted that the Martin Starnes & Associates, CPAs are currently in town working on the 2013-14 CVB audit.

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

ADVERTISING REPORT – Member Crow reported for Member Beddow:

The 2014 Visitors Guide is in full production with a number of nice enhancements planned including a new size for the guide and overall design. Advertising sales are wrapping up this month as well.



Home of American Golf

The Advertising Committee will be scheduling a committee meeting in October to review plans for international marketing, some new creative, and CVB website advancements.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Meetings & Conventions - Sales leads generated YTD are down 3% in room nights over last fiscal year, while bookings are up 14.6%.

Meetings & Conventions Development

- American Society of Association Executives Annual Meeting and Expo (Nashville, TN). The booth was shared with Pinehurst Resort.
- The Connect Marketplace (Orlando, FL) The show has already generated 2 RFPs for the area to bid.
- Beverly also met with the director of Pinehurst Harness track to offer assistance with marketing existing events and bidding on new events.

Upcoming Groups

- NC Department of Agriculture Goodness Grows Event – September, 425 people; 500 total room nights
- NC Association of Nurse Anesthetists – October, 300 people; 400 total room nights
- Pinehurst International Triathlon – October, 900+ people; 900 total room nights
- Senior Amateur Golf Tour – November, 325 people; 600 total room nights
 - The Senior Amateur Tour returns to the area and the championship courses of Pinehurst #9, Pinewild (Holly), Seven Lakes Country Club and Legacy Golf Links.
- Meeting Professionals Intl. Carolina Chapter at Pine Needles – November
 - This will be an excellent opportunity to showcase the destination to key NC/SC meeting planners.
- Pinehurst Concours is still undecided if the 2015 event will be conducted due to the sponsorship commitments thus far are below expectations. CVB has committed verbally/budgeted for the basic package. A decision is expected on September 29th. Discussion transpired.

Marketing:

CVB website update/changes - it is hard to believe we're finishing our second year with the new website and already looking to make a strategic/vendor change after a complete evaluation. A list of the upgrades/changes was shown via PowerPoint to the board.

Strategic Marketing Plan – in your handouts is the 2014-16 strategic marketing plan with the action steps in the back portion. This is helpful for the staff to stay on track with responsibilities throughout the year.



Public Relations: Ad Value: \$14,849 (dropped off considerably after the Opens)

- Golf Styles fall issues featured 3 stories about the area.

2014 US Opens Survey - as previously discussed the USGA made a major change for this year's Opens with a survey/research (working with NC State) and some of the findings were shared in a PowerPoint presentation. Overall attendance was a slightly under 350,000, length of visit for Men's was 3.13 days, Women 2.14 days. The average age of attendee for Men's was 47, Women's was 49. The full data findings should be available soon.

Meridian/Zero/Spout – the CVB is working with Meridian Zero on some exciting new ideas with their kiosk program (in VIC lobby) and with this proprietary QR Code, Spout. The Airborne Museum in Fayetteville already has several of their kiosks including the ones where consumers can purchase merchandise.

CHAIRMANS REPORT – Chairman Byers reported:

Allied Association Reports:

Moore County Chamber of Commerce: Member Parsons reported that the Chamber Retreat held 2 weeks ago went well and they will be refocusing the Chamber to be more value based for their members. Chairman Byers congratulated Linda on her promotion to the President of the Chamber of Commerce.

Member Parsons also reminded the board that the State of Commerce luncheon meeting is being held Thursday, October 2nd at Pinehurst No. 9.

Unfinished Business:

Code of Ethics – please make sure and sign this policy if you haven't already and return to Karen Davis.

Chamber Building Update – Member Parsons said there have been no updates regarding the sale of the building. The Chamber has relisted the property for another year with Kuester.

Aberdeen Athletic Complex/Development Feasibility – Chairman Byers updated the board that Member Corso and Mr. Miles have presented this sports complex idea to the County, and the towns and while there's been support it was uncertain if there would be a favorable vote outcome for funding of the study by all the towns. Secretary Little informed the board that the County Commissioners would like to see the CVB's funds as well as Aberdeen's used for this feasibility study to move forward. Mr. Miles said the attorney for the family who owns the land and the Partners in Progress attorney are working on the terms for the land donation agreement. He also discussed the article about Richmond County's bond referendum for a sports complex, which was included as a handout. Discussion transpired.

Chairman Byers reported the Executive Committee met and recommended the following motion for the full board:



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In regards to the proposed Aberdeen Sports Complex Feasibility Study, I move to allocate up to \$50,000 from the CVB fund balance to support this initiative contingent upon an agreement from the land owners on a minimum of 60 acres of suitable land for the project. The CVB will work with the town of Aberdeen and Partners in Progress on this project for the selection of the vendor, management of the cost of services, and assure objectivity for the feasibility study. Discussion transpired.

Member McPeake asked about current zoning status of the land and what protection would be in place to assure compatibility of the adjacent land if it gets sold by the family. Mr. Miles said that he will follow-up with Partners in Progress's attorney on this question.

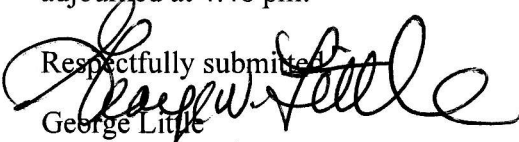
Secretary Little seconded the motion and it was passed unanimously.

New Business:

Chairman Byers reminded everyone of the next CVB Board Meeting is scheduled for Thursday, November 20, 2014 at 4pm.

There being no further business to bring before the Board, Chairman Byers asked for a motion to adjourn. Member McPeake made the motion and Member Parsons seconded. The meeting was adjourned at 4:48 pm.

Respectfully submitted,


George Little
Secretary/Treasurer