



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

**Regular Board Meeting
Thursday, September 28, 2017**

Members Present: Bonnie McPeake, Tom Beddow, Linda Parsons, Jack Bickart, David Byers, Frank Quis, Caroline Xiong, Bobbie Rollins

Members Absent: George Little, Wayne Vest, Pat Corso, Kelly Miller

Staff Present: Caleb Miles, Karen Davis

Spectator: Tom Pashley

The meeting was called to order at 4:01 pm by Chairwoman McPeake.

Chairwoman McPeake asked for approval of the July 27, 2017 minutes. Vice Chairman Byers moved for a motion to approve the minutes, seconded by Secretary/Treasurer Beddow. Motion was passed.

FINANCIAL REPORT – Secretary/Treasurer Beddow reported:

Room Tax Collections – With the start of a new fiscal year, YTD collections through July remain in good shape up, 5.2% to prior year, registering another all-time record collection.

Expenditures - The overall position for closing out fiscal year 2016-17 shows a positive variance to budget of \$66,972.

We have started a new fiscal year registering a favorable financial position of +\$26,881 for the month of July.

Statement of Financial Position (Balance Sheet) - Also in your board packet is the Balance Sheet/ Statement of Financial Position through August 31, 2017 (unaudited).

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

Financial Audit - The firm of Martin & Starnes is currently finalizing the audit work for FY 2016-17. It is scheduled to be complete by October 10, 2017.

ADVERTISING /MARKETING REPORT– no report today.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Meetings & Conventions Development - The new fiscal year began with room night bookings up 39%.



Meetings & Conventions -

US Kids Golf Area Update:

- ❖ Working with Peter Stilwell to have a U.S. Kids Golf World Championships Accommodations Summit, planned in October to address improvements for the rebates collection process from participating hotels and passed on to US Kids Golf. This is an important element of many sports tourism events.
- ❖ CVB is working with Moore County Parks & Recreation Tournament Committee to discuss bidding on the 2019 Dixie Softball World Series.
- ❖ Sales staff collected rates from area lodging for hurricane IRMA in September and broadly distributed rate information.

Upcoming Groups:

- ❖ NHRA Summit and IMDRA World Finals (Rockingham) - October 4-8; 4000+ p. and 1000+ rm. nts.
- ❖ East Coast Hockey Tournament – October 20-22; 200 p. and 50+ rm. nts.
- ❖ 2017 Ederville 100 Years of Progress Steam – November 3-5; 10000+ p. and 400 rm. nts.
- ❖ Welsh Terrier Rescue Stink Eye Convention (6 countries/22 states) – November 1-5; 150+ p. and 250+ rm. nts.
- ❖ NC Chapter – US Bowling Congress – November 3-5 and November 10-13; 240 p. and 120 rm. nts. (each date)

Public Relations - PR: *Our State* magazine in August: Story about Kenny's Kitchen in Pinebluff. Ad value: \$29,445

Performance Measurements – Mr. Miles presented a PowerPoint of the key lodging performance indicators for the FY2016-17 including Occupancy Percentage, Average Daily Rate, Rev Par, Supply and Demand. These were compared to the State's numbers. He also provided data on room occupancy tax rates for the top 25 counties in the state as compared to their visitor spending rank.

Member Quis asked to speak about the new local bill being introduced to the NC House. He questioned if Mr. Miles and Chairwoman McPeake were involved in this new legislation, he had just been informed about, due to the language in this bill. Mr. Miles stated that this was a draft that was provided to him by Representative Boles and typical of the bill creation process. A draft of the language that Rep. Boles was working on was distributed to board members. Member Quis expressed that he and the Commissioners are against the sports complex and had relayed this to Chairwoman McPeake and Mr. Miles. Chairwoman McPeake stated that the CVB Board had a super majority vote in 2015 in favor of the sports complex which provided direction to the staff to work on this. Discussion transpired.

Member Quis made a motion, seconded by Member Bickart for the Chairwoman or CEO to contact Representative Boles, and any other legislator, to withhold any legislation to allow time for the CVB Board to review it first and as a courtesy to let the County Commissioners know as well. Motion was passed, four members approved, two against.



Spectator Tom Pashley, President of Pinehurst Resort asked Chairwoman McPeake if he could speak. He expressed that while he is in favor of the sports complex, he is against the way it was proposed to be funded. Discussion transpired.

CHAIRMANS REPORT – Chairwoman McPeake reported:

Allied Association Reports:

Moore County Chamber of Commerce - Member Parsons stated that the Chamber building is still on track to sell. An announcement will be coming soon regarding the move and new location.

Unfinished Business:

CVB Offices Status/Lease – Mr. Miles stated the CVB is now aggressively looking for new office space. The current sale of the building is scheduled to close on November 27, 2017. Four options are being considered. Any other options that are known by the Board are welcomed. The new offices are expected to be 50-60% more expensive as the current offices in essence have been subsidized for 25+ years. Discussion transpired.

CVB Commitment Form – Chairwoman McPeake announced that these forms were included in the handouts for those who have signed it as a copy for their records and for those who have yet to sign including the new members. She expressed the importance of respecting the majority decisions of the board even for members in the minority position.

New Business:

CVB Committee Assignments were included in board member handouts for the new Fiscal Year 2017-18.

Chairwoman McPeake reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, November 16th, 2017 at 4pm; however, the date may be changed based on the moving of the CVB offices. Mr. Miles noted that the future board meetings will be held at First Bank's Board Room in downtown Southern Pines.

Special Recognition:

The board would like to recognize Member Bickart for his service to the board. Chairwoman McPeake thanked him for bringing enthusiasm and passion to this board. Member Beddow

thanked him for his work on the international market. He was presented a plaque and gift certificate. Discussion transpired.

There being no further business to bring before the Board, Chairwoman McPeake asked for a motion to adjourn. Vice Chairman Byers moved for a motion, seconded by Member Parsons. Chairwoman McPeake adjourned the meeting at 5:08pm.



Home of American Golf

Respectfully submitted,

Thomas F. Beddow

Thomas Beddow
Secretary/Treasurer

/kdd