



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

**Regular Board Meeting
Tuesday, January 23, 2018**

Members Present: Bonnie McPeake, Tom Beddow, Linda Parsons, David Byers, Frank Quis, Caroline Xiong, Bobbie Rollins, George Little, Pat Corso, Kelly Miller (by phone)

Members Absent: Wayne Vest, Tom Pashley

Staff Present: Caleb Miles, Karen Davis

The meeting was called to order at 4:03 pm by Chairwoman McPeake.

Chairwoman McPeake asked for approval of the September 28, 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 November remain in good shape up, 3.5% to prior year. November, registering another record collection, up 17% over 2016.

Expenditures - Through November, the CVB has registered a favorable financial position of +\$96,917.

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

Chairwoman McPeake asked for a motion to approve the financial statements and the statement of financial position as provided. Member Quis made the motion, seconded by Vice Chairman Byers. Motion was passed.

Financial Audit - The final audit from Martin & Starnes was emailed to the board. The audit firm, Martin Starnes, reported a clean audit outcome for the CVB for FY2016-17.

Chairwoman McPeake asked for a motion to approve the financial audit as provided. Member Quis made the motion, seconded by Member Parsons. Motion was passed.

Budget Amendment for Office Move - Per the Board's approval of the office move, a transfer of \$15,900 needs to be made from the General Fund to cover rent and IT services. A handout was provided with details. Chairwoman McPeake asked for a motion to approve the budget amendment as provided. Member Little moved for a motion, seconded by Vice Chairman Byers. The motion passed.

Finance Committee – the Finance Committee will set its first meeting for late February to begin the budgeting process for FY 2018-19. Discussion transpired about the meeting date and February 23rd at 3pm was decided to work for everyone.

ADVERTISING /MARKETING REPORT – Vice Chairman Byers reported:

2018 Destination Guide - the newest version developed in partnership with Compass Media again was included in the handouts. Ad sales went very well, up 31% over what the 2017 Destination Guide achieved. A copy of the new Destination Guide was included in the packet.

Request for proposals - 2018-19 Media Buy/Co-op is being developed now, coordinated by Claire Berggren, with a launch tentatively scheduled for early April.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Meetings & Conventions Development - For the current fiscal year YTD bookings are strong, up 43% in room nights, while leads issued in room nights are fairly flat, up (1.8%) compared to prior fiscal year.

Mr. Miles highlighted some of the unique meetings/events our destination has and Sales Dept. lead by Vice President of Sales, Beverly Stewart, and will be hosting and how it positively impacts our brand.

- Welsch Terrier Stink Eye Convention – had a great event at the Hampton Inn & Suites with attendees from 6 countries and 21 states and will return in 2018.
- Peter Stilwell and Dave Droschak are working on a new event, Festival d’ Avion, to be held at the Moore County Airport on April 27-29, 2018. Vintage Aircraft and Military Aircraft will be showcased along with an evening concert on Saturday night and a BBQ cookoff on Sunday. The CVB is providing accommodation rates for vendors, participants and other services for the event. The CVB will be inviting meeting planners and travel writers/bloggers to attend with a corporate hospitality area. There will also be a concert with a Chicago cover band as the headliner. Discussion transpired.
- Cycle NC Mountain to Coast Ride – This event is coming back in October 2018. It was first held in 2015 and brought lots of people and room nights to the area. 2,000+ riders are expected to stay one night in our area. Discussion transpired.
- Soccer Showcase Events 2018/2019 – There is some exciting development to report based on some favorable relationships advanced with one of the largest soccer clubs in the US. Specifically, we’re in discussion with NC Futbol Club about serving as their auxiliary site location for their premier Showcase events that take place on the 3rd weekend in Nov. and 1st weekend in December every year. The key is obtaining access to at least 5-9 soccer fields in the area, and then a site visit by NC Futbol Club to determine if our destination is suitable host location. AC Sandhills is working on building 4 new fields in Aberdeen in a new partnership with the Ransdell’s. This could be a part of the field mix. If we can secure this event it will fill a large number of the limited services properties during a typically lower demand period. A key feature of a



showcase event is the soccer coaches here to scout players. We will have a better idea of our chances by our March Board meeting. Discussion transpired.

CVB Office Move – Mr. Miles displayed a picture of the new office building at 65 Community Road in Pinehurst. While there have been a few bumps along the way, but the CVB is pretty well settled in now with just a few outstanding items left to complete. Once those are complete a ribbon cutting/open house will be scheduled for February. Now that the conference room is up fitted we can begin to have the CVB committee meetings on site. Discussion transpired.

CVB Strategic Business Plan - The staff will be reviewing/updating this plan relative to team and individual responsibilities.

New Business

CVB/VOP Welcome Center Partnership Proposal – the latest documents for the proposed trial partnership with the VOP on the Welcome Center were in the handouts, and were sent in advance of the meeting. Mr. Miles went through slides that summarized the advantages and challenges and indicated staff support for moving forward with the trial partnership. Discussion transpired. Chairwoman McPeake asked for a motion to approve the CVB/VOP Welcome Center Partnership Trial Period Proposal as presented. Secretary/Treasurer Beddow moved for a motion, seconded by Vice Chairman Byers. The motion was passed.

CHAIRMANS REPORT – Chairwoman McPeake reported:

Allied Association Reports:

Moore County Chamber of Commerce - Member Parsons stated that the Chamber of Commerce will have an open house at their new offices, located at 1295 Old Us Hwy 1 S, Suite B in Southern Pines, on March 13th and invited everyone from the Board to attend. The Chamber is also currently working on their Strategic Plan.

Partners In Progress – Member Corso reported that everything is good with Partners.

New Business:

Chairwoman McPeake asked for a motion to go into Executive Session with the Administrative Committee. Motion was entered by Member Little, seconded by Secretary/Treasurer Beddow. Motion passed.

Motion to end the Executive Session and return to an open meeting with the staff, made by Member Quis seconded by Secretary/Treasurer Beddow. Motion passed.

Chairwoman McPeake reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, March 22, 2018 at 4pm.



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 5:50pm.

Special Recognition:

The board recognized Member Little for his service to the board as Mr. Miles presented him with a plaque and gift certificate.

Respectfully submitted,

Thomas Beddow
Secretary/Treasurer

/kdd



Home of American Golf

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