



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

**Regular Board Meeting
Tuesday, March 22, 2018**

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

Members Absent: Wayne Vest

Staff Present: Caleb Miles, Karen Davis

The meeting was called to order at 4:07 pm by Chairwoman McPeake.

Chairwoman McPeake asked for approval of the January 23, 2018 minutes. Member Miller moved for a motion to approve the minutes, seconded by Member Little. Motion was passed.

FINANCIAL REPORT – Secretary/Treasurer Beddow reported:

Room Tax Collections - With the start of a new fiscal year, YTD collections through January remain in good shape up, 3.7% to prior year.

Expenditures - Through January, we have registered a favorable financial position of +\$72,767, but we do expect expenditures to increase as they normally do in February and March.

Statement of Financial Position - Also in your board packet is the Balance Sheet/ Statement of Financial Position through February 28, 2018 (unaudited).

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

FY 2018-19 CVB Budget - the Finance Committee met on February 27th and approved the FY2018-19 Budget. The Budget Packet was emailed to the board on Friday, March 9th. Secretary/Treasurer Beddow asked if there were any questions related to next year's budget.

Note: Airport Allocation to end in March 2018. A handout was included that showed the balance due and positive impact on the CVB budget going forward. Discussion transpired.

Chairwoman McPeake asked for a motion to approve the CVB FY 2018-19 Budget. Member Little made the motion, seconded by Member Miller. Motion was passed.

CVB Audit Contract FY2017-18 – **Secretary/Treasurer** recommended continuing to use the same audit firm, Martin Starnes as Moore County for the current fiscal year's audit.

Chairwoman McPeake asked for a motion to approve the CVB Audit Contract with Martin



Starnes for FY 2018-19. Discussion transpired. Member Miller made the motion, seconded by Member Pashley. Motion was passed.

Note: The County issued an RFP for a 5-year audit service contract including a proposal for the CVB. Once the County decides on a firm, that information will be shared with the board to consider for their decision.

ADVERTISING /MARKETING REPORT – Mr. Miles reported for Vice Chairman Byers:

The Committee met in February to review the media buy process and Co-op Marketing Program for FY 2018-19. The Media Co-op timeline is included in the handouts.

The Co-op Marketing Program will launch on April 11th at Longleaf Country Club.

The CVB is contracting with Compass Media again to produce the printed and digital Destination Guide for 2019 with the recommendation to bid the job out for 2020.

Ample contingency funds are allocated in FY2018-19 for marketing to provide flexibility for new strategic plan/CEO input.

PRESIDENT & CEO REPORTS – Mr. Miles reported:

Meetings & Conventions Development

For the current fiscal year YTD bookings are strong, up 30% in room nights, while leads issued in room nights are slightly down, 8%, compared to prior fiscal year.

Beverly Stewart was awarded the Spirit Award from Dixie Softball at the state meeting in January. The Award is given to the person or persons who NC Dixie Softball feels has gone above and beyond in working with NCDSI and shown the “SPIRIT” of service and humanity to NCDSI and the girls we serve. We congratulate Beverly for this well-deserved award.

Soccer Showcase Events 2018/2019

After a successful pitch and site visit with NC Futbol Club Youth tournament director earlier this month we anticipate a final decision by the end of March for this substantial, reoccurring event held in weekends in late November and early December. Our partners for the 2018 showcase are: Town of Southern Pines, AC Sandhills and event owner NCFC Youth. Over 90 fields within NC will be used this year, yet hundreds of teams are turned away.

Other large sporting events we are in pursuit of include: NC Tennis Assoc. Summer 2019-20 (60 courts), and a new equestrian event at Carolina Horse Park.

RDU Potential Direct Flight to China – Mr. Miles has been asked to serve on a tourism committee for this effort along with Raleigh, Durham, Chapel Hill CVBs to assist with securing this important direct flight to China. We will meet in early May and I look forward to providing a recap of the meeting and efforts going forward.



EDPNC Rural Advancement Conference – will be held at the Pinehurst Resort & Country Club on July 11-13, an important first-time event for the state and Moore County. The Resort has been very helpful assisting with the development of this first-time event. We are expecting 70+ counties (from 80) with the mission to improve economic development effectiveness for rural NC.

Ribbon Cutting/Open House – we still have one more project to complete before the date is set for Open House, looking like late April, so please stay tuned.

ADMINISTRATIVE REPORT – Member Little reported:

The CVB Administrative Committee approved the updated CEO job description and developed a community job profile to be used for the recruitment process. This profile was included in the handouts. It was uploaded to the following association/organizational sites:

- Association Executives of NC
- NC Travel Industry Assoc./Destination Marketing Association of NC
- Destinations International
- VisitNC
- NC League of Municipalities
- Southeast Tourism Society
- VA Association of Destination Marketing Organizations
- National Assoc. of Sports Commissions

The Committee has asked David Byers and Tom Pashley to head up the CEO Search Process.

Discussion transpired about the need for a potential Interim CEO. A motion was made by Member Little and seconded by Member Miller to give the Administrative Committee the authority to employ an Interim CEO while the search process is underway.

CHAIRMANS REPORT – Chairwoman McPeake reported:

Allied Association Reports:

Moore County Chamber of Commerce - Member Parsons stated that the Chamber of Commerce has hired a consultant from the International Association of Chambers to help them with their Strategic Plan which should be complete by mid-May.

The Chamber has a 98% retention rate at this time, which they are very proud of.

The Chamber has been sought out by a non-profit magazine to write an article about their rebranding process.

The Annual Event is May 10th at Pinehurst Resort.

Partners In Progress – Member Corso reported that Partners Golf Tournament is next Tuesday, March 27th at Pinehurst #8.



Home of American Golf

PIP has hired a consultant from the UNC Chapel Hill School of Government for a Situational Analysis for Moore County. The results should be presented to the County Commissioners by the end of May.

The board discussed the merits of the CVB contracting with an outside firm to develop a new strategic plan. Board and staff will begin collecting information on this initiative.

Member Corso reported that they have had lots more requests from the region/state for new business site information recently, more than ever since 2003, but unfortunately Moore County's site ready locations are very limited.

Special Presentation: Chairwoman McPeake introduced a new concept of the Asheville Tourism Product Development Fund. Mr. Miles presented it to the board with a PowerPoint presentation based on the Asheville model that has been in place since 2001.

Discussion transpired. The decision was made to form a committee to investigate more about the Tourism Product Development Fund. The board members on this committee will be Kelly Miller, Bobbie Rollins, Pat Corso, Tom Pashley and Linda Parsons.

New Business:

There was a discussion about short-term rentals (shared economy) like Airbnb and how they are affecting the area. Discussion transpired. The staff was asked to conduct more research on this subject and report back to the board.

Chairwoman McPeake announced that a CEO Retirement Event will be held on Monday, May 21st at the Hampton Inn & Suites. An invitation will be forthcoming. Chairwoman McPeake asked Member Rollins and Member Parsons to plan the event. Discussion transpired.

Chairwoman McPeake reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, May 24, 2018 at 4pm.

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.

There being no further business to bring before the Board, Chairwoman McPeake asked for a motion to adjourn. Member Miller moved for a motion, seconded by Member Parsons. Chairwoman McPeake adjourned the meeting at 5:50pm.

Respectfully submitted,

Thomas Beddow
Secretary/Treasurer
/kdd