Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area

Regular Board Meeting
Thursday, July 26, 2018

Members Present: Bonnie McPeake, Tom Beddow, Linda Parsons, Frank Quis, Terra Vuncannon, Bobbie Rollins, George Little, Tom Pashley, David Byers, Kelly Miller

Members Absent: Wayne Vest, Pat Corso, Caroline Xiong

Staff Present: Beverly Stewart, Karen Davis

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

Chairwoman McPeake asked for approval of the May 24, 2018 minutes. Member Miller moved for a motion to approve the minutes, seconded by Member Little. The motion was passed.

FINANCIAL REPORT – Secretary/Treasurer Beddow reported:

Room Tax Collections - As we move into the fourth quarter, YTD room occupancy collections through May are very strong up, 4.6% to 2017, YTD.

Expenditures - Through May, we have maintained a favorable financial position of +$213,713 to budget.


Secretary/Treasurer Beddow asked for a motion to approve the financial statements and the statement of financial position as provided. Member Little moved for a motion, seconded by Member Miller and it was passed.

Future Audit Services - At the last board meeting we included documentation for bids from potential new auditors for the CVB. The County and the Airport have both contracted with Elliott Davis at approximately the same annual cost as they were paying Martin Starnes. Secretary/Treasurer Beddow called Elliott Davis to see if they would be willing to negotiate based on securing all three organizations' audit contracts. They had already negotiated heavily with the other two and could only reduce the quote by $500 per year. This translates to $30,000 for the next 5-year contract vs. $18,700 that we have paid Martin Starnes for the previous five years. There are advantages to using the same auditor as the County, but the board must decide whether that is worth it compared to the quote from Rives & Assoc. at $25,655. Discussion transpired.

Member Miller made a motion to contract with Elliott Davis for 3 years, Member Byers seconded the motion. The motion was passed.
ADVERTISING /MARKETING REPORT – Vice Chairman Byers reported that the CVB Marketing Committee met and reviewed the SkyNav information. The decision was made to cancel the program. SkyNav has been notified.

PRESIDENT & CEO REPORTS – Ms. Stewart reported that for the current fiscal year YTD bookings are strong, up 26% in room nights, while leads issued in room nights are level +0.004%, compared to prior fiscal year.

Attended the following meetings, events & seminars:
- NC Defense Business Association – Events Committee Meetings
- Association Executives of NC – Monthly Meetings
- Meeting Professionals International – Carolinas Chapter Meetings
- Dixie Baseball Tournament Committee – Planning Meetings
- NC Retired Government Employees Association – Quarterly Board Meetings and Outreach Committee Meetings

Upcoming Groups:
- 2018 US Teens and US Kids World Championships – July
- 2018 NC Writers Conference – July
- 2018 NC League of Municipalities - August
- 2018 Society for Human Resources - NC Chapter - September

US Kids – 2,500 welcome packets for US Kids & Teens were assembled by staff and volunteers for registration next week.

2019 Visitors Guide is on track with Compass Media
The design is moving along on schedule with the golf copy in review, Dave Droschak is the writer, other content is under development, and the grids are being updated. The ad sales will begin at the end of July and the contract has been approved by all. (Note: 3 bids for the 2019 Destination Guide were required by Moore County.) A local photographer may be needed to get fresh photography and/or contact tourism partners for new images, with the primary areas needed are events, dining, and meeting.

Co-op Program Complete
15 Co-op partners signed up in FY2017-18 and 12 in FY2018-19. The Village of Pinehurst Area Golf Association is counted as one partner, but includes Tobacco Road, Legacy, and Talamore.

Coupon Book for 2019 thru June 20
Layout and design began for the 2019 CVB Coupon Book. The last book was 80 pages with 43 advertisers, 2 sponsors, one paying $2,500 and the other, Kirk Tours bartering. To date, a good portion of the advertisers are returning, as well as adding new, fresh offers from businesses to the book.

CVB Website
The new website with Biz Tools One is doing well. It loads faster and is more user friendly. The mobile version works great on cell phones and this is important since over 50% of the visitors are using mobile devices. The digital marketing that is driving traffic to our site has resulted in
some phenomenal increases in visitors and page views. Web sessions, or visits, in FY 17-18 were up 23% over the previous fiscal year. New content posted periodically on the website has helped to keep email marketing fresh and timely, via our own monthly e-newsletter.

**Tourism Product Development Fund Report - Member Rollins reported:**
The committee met on May 31st and discussed the proposed application process as well as who can apply i.e. non-profits, governments, etc. The committee also discussed hiring a consultant to assist in forming the TPDF and Interim President/CEO identified several consultants. The Committee plans to meet again after the new CEO starts.

Frank Quis thanked the CVB for their help during the Festival d’ Avion held at the Moore County Airport in April 2018.

**CHAIRMANS REPORT – Chairwoman McPeake reported:**

**Allied Association Reports:**

**Moore County Chamber of Commerce** - Member Parsons relayed that the Chamber is looking for an Admin staff person.

Chairwoman McPeake recognized Ms. Stewart for the Pasty B. Smith award given to her by Assoc. Exec. of North Carolina. The Pasty B. Smith award is the highest award presented in the Affiliate or CVB membership category. While recognizing outstanding professionalism and exemplary service to the association community, the award also recognizes a member’s contribution to his or her employing organization and to other professional organizations.

Ms. Stewart passed around a list of VRBO and Airbnb properties in Moore County. Discussion transpired. Chairwoman McPeake asked Ms. Stewart to look at Asheville’s and Raleigh’s ordinances to discuss at the next board meeting.

**ADMINISTRATIVE COMMITTEE REPORT** - Member Little advised that the Board would interview a CEO candidate during an Executive Session. Member Little entered the motion to go into Executive Session, seconded by Secretary/Treasurer Beddow. Motion passed.

After the Executive Session, Member Little made the motion to offer the CEO position to Phil Werz, subject to background checks.

Chairwoman McPeake reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, September 27, 2018 at 4pm.

There being no further business to bring before the Board, Chairwoman McPeake asked for a motion to adjourn. Member Little moved for a motion, seconded by Member Miller. Chairwoman McPeake adjourned the meeting at 6:35pm.
Respectfully submitted,

Thomas F. Beddow
Secretary/Treasurer

/kdd