



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

**Regular Board Meeting
Thursday, October 18, 2018**

Members Present: Bonnie McPeake, Tom Beddow, Linda Parsons, Bobbie Rollins, George Little, David Byers, Caroline Xiong

Members Absent: Wayne Vest, Pat Corso, Tom Pashley, Kelly Miller, Frank Quis

Staff Present: Phil Werz, Karen Davis, Beverly Stewart

The meeting was called to order at 4:00 pm by Chairwoman McPeake.

Chairwoman McPeake asked for approval of the July 26, 2018 minutes. Vice Chairman Byers 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 begin the first quarter, YTD room occupancy collections through August are very strong up, 6.6% to 2017.

Expenditures - Through August, a favorable financial position has been maintained of +\$45,517 to budget.

Statement of Financial Position - Also in your board packet is the unaudited Balance Sheet/Statement of Financial Position through September 30, 2018.

ADVERTISING /MARKETING REPORT – Vice Chairman Byers reported that the production for the 2019 Destination Guide is on track. Ad sales closed on October 17, book proofing begins on October 22, and delivery to manifest addresses begins December 14, well in time for the beginning of 2019.

Marketing Update - the September/October destination newsletter was created and distributed with an introduction letter from new CEO, Phil Werz.

A video using US Kids Golf as a backdrop for the destination was created and launched. The video was created by VideoNC through the CVB's co-op program with VisitNC. The video has been used in several digital ads and postings and can be viewed on YouTube channel CVB4golf.

Also, new 30 and 15 seconds spots are being developed in partnership with Spectrum Reach for the Golf Channel campaign this spring. The spots will feature the destination and co-op partners. The 15 second spot will be used for mobile ads.

PRESIDENT & CEO REPORTS – Mr. Werz thanked the board members for the opportunity they have given him. He reported his observations over the last six weeks and said he has approached it as a consultant looking inward.

Immediate Short-Term Needs:

- New Branding Exercise – needs refreshed, it's antiquated
- Need a Destination App – video content, booking engine, Destination Guide
- Social Media Reinforcement – from in house and new agency
- Website Upgrade/Development – dissolve the current one and start over
- Digital Strategy – too print heavy, need more digital
- Create blogger network with third party endorsements
- Need to be consistent with the messaging

Propose Advertising Agency Assistance

- To assist with short-term needs
- Streamline services for consistency
- Utilize Marketing Contingency Fund

Media Plan Observations

- Too print heavy
- Develop effective digital strategy
- Lack of communication with largest tourism entities in market, meet to determine how to more effectively utilize ad spending together
- Spend ad dollars in more effective places and eliminate ones where we do not have a consistent presence
- Create ongoing and useful video assets
- Need for more proactive Public Relations approach for editorial coverage
- Need to produce Press Releases on a regular basis, take ownership with leads and vet them to other hotels.
- Destination Guide – can be produced in-house and cut printing costs
- Eliminate Co-Op for 2019-20 and develop better plan, to address going forward

Golf Channel Visit

- Marketing Opportunities w/Matt Ginella (6-30 minutes video features)
- Digital marketing opportunities
- Meeting with Pinehurst Resort in early November

Tourism Product Development Fund Ideation

- Multi-purpose entertainment/dining facility such as:
 - The Hub on 30A – amphitheater with big screens, dining on sides and anchor restaurant, great venue for concerts. Pictures of The Hub on 30A were passed around.
 - Water Park to accommodate growing family/group demands for activities
 - Top Golf – smaller version for groups and families
 - Creative Agri-Tourism
 - USGA Museum or Hall of Fame – as one was here in the past.

Airbnb/VRBO Update:

In August, Chairwoman McPeake, Vice Chairman Byers and Beverly Stewart met with mayors from Aberdeen, Southern Pines and the Village of Pinehurst to discuss VRBO and Airbnb growth in Moore County and how they are regulated.



A follow-up meeting was held in September with Member Corso, Marcus Larose and Mr. Werz to discuss Airbnb and VRBO and how other communities are dealing with the issue. A handout was provided of the meeting minutes. Chairwoman McPeake added that the three towns need to be united in their regulations. Discussion transpired.

Meetings/Convention Development:

Sales Leads and Assists:

The CVB sales department assisted 21 groups from July 1 to Sept. 30th representing 60,700 possible attendees and 29,275 possible room nights. These groups include request for proposals as well as requests for rates for Rate Charts. (See Example Rate Chart)

Groups that booked between July 1 – September 30, 2018:

19 groups/meetings booked in our hotels, motels and resorts from sales leads or request for rates from July 1 to Sept. 30th. They represented 19,609 attendees and 29,905 est. room nights.

Meeting Planner Conferences:

Connect Marketplace Appointment Conference- met with 37 meeting and event planners in the Corporate Market.

Small Market Meetings Appointment Conference - met with 35 meeting planners

Corporate/Association/SMERF

Rockingham Raceway

Beverly Stewart, VP of Sales, gave a presentation to the board about the new The Rock Entertainment Complex, formerly North Carolina Motor Speedway, was purchased by Raleigh-based land developer Dan Lovenheim, who plans to renovate the venue into a multipurpose entertainment facility, including motorsports. They reached out to the CVB sales department to provide area rates for the 2019 Carolina Rebellion, a 3-day event in May 2019 featuring over 60 bands, merchandise vendors, food trucks etc. The event draws over 90,000 attendees and Moore County should get the majority of overnight rooms.

Hurricane Florence Response:

The CVB sales department started gathering rates and availability from local hotels on September 10th in preparation for Hurricane Florence. The rate chart was completed and sent to the Red Cross, Duke Energy, area Electric Coops, CSX Railway, VisitNC, Moore County EMS and all county departments, all CVBs in NC, etc. After the storm hit, we contacted all hotels to see who had rooms available and we updated the list on Homeofgolf.com and VisitNC.com. We continued to update the list for the next 2 weeks for evacuees, contractors and insurance adjusters needing accommodations.

Golf Courses – On Monday, September 17th we contacted all local golf courses to assess the damage and determine when they would re-open. A spreadsheet of information as created on opening dates and sent it to all hotels, motels and resorts as well as VisitNC and others.

Mr. Werz reported that he will be attending the NCTIA Conference in Winston-Salem, October 29-30, 2018.

CHAIRMANS REPORT – Chairwoman McPeake reported:



Allied Association Reports:

Moore County Chamber of Commerce - Member Parsons relayed that the Chamber has hired Anneliese O'Connor for their Admin position. She discussed Shop Small, Shop Local the big event the Saturday after Thanksgiving and Black Friday. She also reported they have recruited 61 new members. Discussion transpired.

NEW BUSINESS:

PROPOSED ROOM TAX STATEMENT

Chairwoman McPeake read a statement regarding the Proposed Room Tax Increase:

As part of new business, this is really something we have discussed in the past, but I want to take this time to reopen the conversation and get this particular matter back out on the record.

Presently, the Moore County occupancy tax on visitors to our area is, as you know, at 3 %. I am proposing that as a board, we raise this to 6%, matching the state limit, and also bringing Moore County in line with competitive tourism economies in North Carolina.

In addition to this proposed increase, we furthermore would propose that 1.5 to 2% of the 6% total be earmarked for the creation of a Tourism Product Development Fund. This fund, once created and allowed to accumulate, would be used to:

- Create new capital development projects that will enhance the enjoyment of our destination.
- Another primary reason is the goal to drive new visitations and room nights as well.

We have seen very similar and very successful examples of this from a number of destinations, with one of the most successful, and one we look to pattern after, in Asheville, North Carolina.

While Tom Pashley, Kelly Miller and Frank Quis are not in attendance at this meeting, Phil Werz has spoken to each of them either in person, or via phone and all have agreed to support this proposal, so we can have it on the record and discuss further at our next board meeting in January. Discussion transpired.

Member Parsons advised she will bring this advocacy issue to her board to determine how the Chamber will vote. Discussion transpired.

Secretary/Treasurer Beddow announced the USGA Junior Amateur Championship will be at CCNC in July 2021 with 264 players.

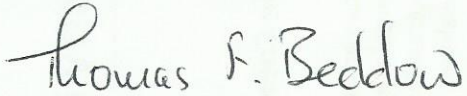
Secretary/Treasurer Beddow also invited the Board members to attend a business event in Ft. Bragg with the Commanding General on November 20th that Marty McKenzie has initiated. Invitations will be forth coming.

Chairwoman McPeake advised that the Board go into an Executive Session to discuss a personnel matter.

Chairwoman McPeake reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, January 26, 2019 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 Vice Chairman Byers. Chairwoman McPeake adjourned the meeting at 5:03pm.

Respectfully submitted,



Thomas Beddow
Secretary/Treasurer

/kdd