



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

**Regular Board Meeting
Thursday, March 28, 2019**

Members Present: Bonnie McPeake, Tom Beddow, Tom Pashley, Kelly Miller, George Little, Frank Quis, Linda Parsons, Caroline Xiong, Pat Corso, Bobbie Rollins

Members Absent: Wayne Vest

Staff Present: Phil Werz, Beverly Stewart, Lisa Long, Karin Toomey

The meeting was called to order at 3:00 pm by Chairwoman McPeake.

Chairwoman McPeake asked for approval of the January 17th, 2019 minutes. Member Miller moved for a motion to approve the minutes, seconded by Member Quis. The motion was passed.

FINANCIAL REPORT – Secretary/Treasurer Beddow reported:

Room Tax Collections - As we move into the spring season, room occupancy collections through January remain in good shape up, 38.9 % to 2018, YTD.

Expenditures - Through January, we have maintained a favorable financial position of +\$84,036 to budget.

Statement of Financial Position - Also emailed to you and a hard copy in your board packet is the Balance Sheet/ Statement of Financial Position through January 31, 2019 (unaudited).

Secretary/Treasurer Beddow entered a motion to approve the financial statements and the statement of financial position as provided. Member Quis seconded the motion and it passed.

Budget for FY 2019/2020 - The CVB Finance Committee met on February 11th and approved the FY 2019/2020 Budget. The Budget Packet was emailed to the board on Friday, March 22nd. Secretary Beddow asked if anyone have any questions relating to next year's budget?

Chairman McPeake asked for a motion to approve the FY 2019/2020 budget. Member Little made a motion to approve and Member Quis seconded the motion and it passed.

Advertising/Marketing – Mr. Werz introduced the Brandon Agency to give the board a presentation on the new creative for the CVB.

Andy Kovan, VP from The Brandon Agency provided a presentation that revealed the results of a recent CVB database survey and extensive destination research which served as a guideline for a new ad campaign which will launch this spring. The campaign “Play with a Southern Accent” supports the research and uses Southern sayings to promote golf, but other things in the destination such as leisure activities, shopping, dining, meetings and conventions. The campaign was well-received, or at least there were no negative comments about it to staff, or the CVB President/CEO. While golf is king in the destination, the objective is to show that we offer so much more to offer and enjoy. After fielding several questions from the board, the presentation concluded.

PRESIDENT & CEO REPORTS -

Events in April & May 2019:

- Festival D' Avion – April 12 & 13, 2019 7,500+ people expected to attend the concert on April 12th and airshow on April 13th. The CVB helped Tar Heel Communications with hotel rates for spectators coming to the event including the military flying the equipment to Moore County and promotion of the event to media and groups.
- AC Sandhills Super Summer Starter Soccer - May 3-5, 2019 Expected attendance is around 1,500 players, parents, guests. CVB provided hotel rates and worked with the new staff at AC Sandhills to promote the event.
- Epicenter Rock Festival - May 9-12, 2019 This event is expected to bring over 100,000 people to the region. Ticket sales are going extremely well. The CVB is working with DWP to secure contracts for 2020, 2021 and 2023. All hotels in the area except for a few condo rooms are booked.
- US Senior Women's Open - May 13-19, 2019 Ticket sales are brisk for the 2nd US Senior Women's Open at Pine Needles Resort. The CVB is a sponsor and is helping the USGA with media, ticket sales and assistance with hotels for players, Fox Sports, etc.
- 2019 Spring Rugged Maniac 5K Obstacle Race - May 17-18, 2019 Over 5000 people are expected to participate in this 3-mile course packed with 20+ epic obstacles designed to both challenge and thrill Maniacs of all fitness levels. The course opens at 9 a.m. and each time slot is limited to just 200 Maniacs each with the last time slot at 1:45 p.m. The CVB provides hotel rates and brochures for participants.
- Pinehurst International Triathlon - May 17-18, 2019 Around 800 people participate in this triathlon event which includes Swimming, Biking and running. The CVB provided hotel rates and other info to Setup Inc. and the Sandhills Race Series.
- 2019 Sandhills Motoring Festival May 23-26, 2019 New event for Moore County with expected attendance of around 1000 car club members and spectators. CVB is promoting this event on www.homeofgolf.com and provided room rates.

Media Visits:

- John Brasier: Triad & Triangle Business Journal – Here for US Senior Women's Open Media Day. Current online article about the event and the growth of the destination from golf to non-golf attractions.
- **Mitch Laurance/Ryan Belengee** – Here for same media day. I'll appear soon on their golf podcast and future articles on the area to be produced on MyGolf NewsNet and Golf Trip Experts.
- **Michael Solander** – Here for same media day. Producing Pinehurst article for DC Refined, a popular Washington DC news and travel site tied to ABC affiliate WJLA-TV. He writes for several magazines and while his current article will profile golf, he will produce a future article on the growing craft beers scene, the farm to table movement and local shopping including R Riveter and Heritage Flag Co.
- **Fred Altvater** will be in the area April 15-17 after covering the Masters. He will produce articles for Ohio Golf Journal and Michigan Golf Journal, both with circulations of over 250,000. He is scheduled to play No. 2, No. 4, The Cradle and MidPines.
- **Jerry Dulac** – ESPN Pittsburgh here April 15-16. Future on-air interview to be scheduled.

- **Lynn Houghton** – Here April 19-20. UK Travel writer that will pass through area after visiting Charleston. Never been to Pinehurst, so they will gather materials for future coverage on the area.
- **VisitNC 365 Conference** – Sunday thru Tuesday in Wilmington. Multiple regional and national media outlets to be represented and will pitch them on Sunday. Meetings to follow on Monday/Tuesday and will have a chance to network with other CVBs and learn more about how VisitNC plans to market in 2019-20.
- **NYC Media Mission** (VisitNC), April 25-26 – Chance to connect and pitch 100+ media outlets, along with a handful of other state CVBs that plan to participate. Great opportunity to tell our story.

Golf Channel:

- Pinehurst, Pine Needles, Talamore/MidSouth, Tobacco Road – collaborative investment that will bring a 3:1 ROI before we do any digital marketing. We will get:
 - 30 minute TV show hosted by Matt Ginella (primary airing, plus 2 re-airs)
 - 5-minute segment pitched by Matt Ginella on Morning Drive
 - Aside from airings we get all the raw footage to use for future marketing purposes
 - 150-person, or more, Golf Channel sales meeting in the destination
 - 120-130 person Golf Channel Am Tour golf event, most will travel to market and stay overnight. Bradley Klein from Golf Channel will be present for that event
 - Three (3) 2-minute vignettes to air during PGA Tour coverage of selected events on Thursday & Friday
 - Golf instruction programming
 - Regional marketing program
 - 2020 Golf Advisor getaway promotion for year 2
 - Other inclusions based on second year participation from partners

CVB Offices – Mr. Werz informed the board that the CVB has been approached by the tenants of 75 Community Road asking to take over the space occupied by the CVB at 65 Community Road. Mr. Werz said he has been looking for another building to house the CVB offices, Welcome Center and more storage. Discussing transpired.

Village of Pinehurst Welcome Center – Mr. Werz informed the board that the CVB would not be partnering with the Village of Pinehurst Welcome Center after the board decided not to assist in paying one-half of the expenses of operation of the welcome center.

Tourism Product Development Fund – Chairman McPeake read the following statement.

Next on the agenda is BILL GEIST, travel consultant and president of DMOProz (D-M-O- Pros) based in Madison, Wisconsin. We chose and hired Mr. Geist based on the recommendation of the Tourism Product Development Committee which was later unanimously approved by the full CVB Board in January. We chose him because of his decades of experience working with hundreds of CVB's across the country and specifically on guidance he has provided in forming tourism product development funds. He is recognized as the national authority in his field.

Last October, we read into the minutes – which were approved at our January board meeting – that everyone at this table approved moving forward with seeking an increase of our occupancy tax to the state maximum of 6%. By increasing the occupancy to 6%, we would be mandated to use 4% for marketing and 2% for tourism product development.

By hiring Mr. Geist, we wanted him to compare our destination to others around the country who

have a solid vision for tourism, raised their occupancy tax and have brought things to their respective parts of the country that not only visitors, but also residents can enjoy – and at NO financial burden to the residents of those destinations.

While Mr. Geist was in town, our CVB President & CEO received a call from a board member stating that the occupancy rate would not be increased in the near future. As a result, I personally called every CVB Board member and all stated to me that we should proceed with the process and allow Mr. Geist to complete his work and present his findings and recommendations.

His report was sent to the full board last Friday, so I hope you all had a chance to review it. The report is very thorough and we appreciate the vision that Mr. Geist has provided. His work here was to provide research, not to tell us to increase our occupancy rate.

Mr. Geist is here to present his findings today and we will follow with any questions the board may have about the process and potential next steps in our destination.

Mr. Werz welcomed Bill Geist of DMOProz to provide an overview of his consultations in Moore County with stakeholders regarding the proposed room tax increase to fund a tourism development fund (TPDF). Mr. Geist provided a list of the top ten Tourism Product Development Fund models in the US and a couple of international ones. He gave a synopsis of his meetings and which funds in his opinion would work best for the CVB once the room tax passed.

Discussion transpired, and the board asked Mr. Geist to provide a sample of the documents other CVBs use to manage their TPDF grants. Chairman McPeake asked the TPDF Committee to review the forms and report back to the board at the May 23rd, 2019 board meeting.

CHAIRMANS REPORT - Chairwoman McPeake reported:

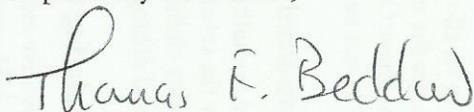
NEW BUSINESS:

Member Parsons reported that the Chamber of Commerce will have their Annual Meeting on May 2nd at the Pinehurst Resort Club on the Veranda. Ms. Parsons also reported that the Chamber is going through a yearlong accreditation process and they are in the process of finding another site for their offices.

Chairwoman McPeake reminded everyone of the next scheduled CVB Board Meeting is scheduled for Thursday, May 23rd at 4pm.

There being no further business to bring before the Board, Chairwoman McPeake asked for a motion to adjourn. Member Little made the motion, seconded by Member Miller. Chairwoman McPeake adjourned the meeting at 5:05 pm.

Respectfully submitted,



Thomas Beddow
Secretary/Treasurer

4/11/19