



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

**Regular Board Meeting
Thursday, February 13, 2020**

Members Present: Tom Beddow, Tom Pashley, Andy Hofmann, Bobbie Rollins, Linda Parsons, Caroline Xiong

Members Absent: Bonnie McPeake, Kelly Miller, George Little, Frank Quis, Wayne Vest

Staff Present: Phil Werz, Beverly Stewart, Donna Garner

The meeting was called to order at 4:02 pm by Chairman Beddow.

Chairman Beddow asked if there was a quorum present, and he was advised yes there was. He then asked for approval of the minutes from the November 14, 2019 Regular Board meeting. Member Pashley moved for a motion to approve the minutes, seconded by Member Rollins. The motion was passed.

FINANCIAL REPORT – Due to Member Miller's absence Chairman Beddow reported:

A. Room Tax Collections:

Through December 31, 2019, a total of \$1,021,332.36 has been collected in the first six months of the 2019-20 fiscal year. Each month of this FY has set an all-time record and December marks the 15th straight month of all-time records for occupancy tax collections when compared to the previous year. We have also set all-time collections records in 21 of the last 22 months.

The December sum of \$93,656.25 represents a 23.1% increase over the same month from 2018. Year-to-date, we are up 12.6% for the first six months of this FY compared to the same period last year. We are still on pace to surpass \$2 million in occupancy tax collections for the first time ever by the end of the FY.

B. Expenditures:

Through December 2019, we have maintained a favorable financial position of +\$174,469 to budget.

C. Statement of Financial Position (Balance Sheet):

Also, emailed to you was a copy of the Balance Sheet/Statement of Financial Position through January 31, 2020. This document showed \$1,108,470.69 in total assets, \$468,799.74 in total liabilities for a total fund balance of \$639,670.95. The total fund balance increased 18.4% since our last board meeting in November.

Motion to approve the Financial Statements. Member Pashley made the motion to approve the financials. Member Parsons seconded. The motion passed.

President & CEO Report – Phil Werz

Phil started by welcoming Chris Cavanaugh with Magellan Strategies, and stated that Mr. Cavanaugh will be giving a presentation later in the meeting.

Village of Pinehurst/CVB Liaison

- Phil mentioned that the Pinehurst Village Council has named Lydia Boesch as a VOP/CVB liaison. He mentioned she would be welcome to attend the meetings, as an observer. He said she came by the office and left a pamphlet that she had gotten from Dare County, which outlines the requirements of collecting room occupancy tax on short term rentals. She said this pamphlet was included in their property tax billing. Phil asked the board's thoughts about sending something out to the residents of Moore County like this, to promote awareness and support of increasing the room occupancy tax rate and the proposed product development fund. Discussion ensued regarding this idea. It was determined that an ad campaign in the Pilot may be a better way to proceed.

Occupancy Collections Update (FY 2019-20)

- Phil showed a power point slide of the collections for the first half of the year and reiterated what Chairman Beddow stated in the Financial Report, that the numbers are continually surpassing previous years. If this trend continues, we're on track for another record year.

Website Update

- The website launched January 13, 2020. Phil shared the following statistics:
 - Bounce rate down 13.1%
 - Pages per session up 6.4%
 - Traffic from CVB E-newsletters up 227% on the new site
 - Referral site traffic up 100%

Destination Guide Update

- Phil passed out a copy of the new destination guide to everyone. He also mentioned that there was a popup on the new website that allows users to download a digital version of it. We printed less copies this year and plan on reducing the printed version even more next year.

Proposed Updated Bylaws

- Phil stated he wants to get the Administrative committee together to go over the proposed new by-laws before they are brought before the full board for a vote.

Golf Cluster Video

- Phil read a statement, from Pat Corso, who couldn't attend today's meeting, regarding the video and the impact it hopefully will have in attracting more businesses centered around the golf industry to locate here. He showed the video to the board and reiterated the CVB's position in assisting economic development with this project.

Finance Committee announcement

- Phil announced that he will begin working on the FY 20-21 budget and will need the Finance committee to meet in early March to go over it. He estimates it will be around a two million dollar budget. He will be in contact with the Finance committee members to set up a date and time to meet.

CVB 2020 Goals

- Double Digit Collection in FY 19-20
- Occupancy Tax Increase Approval
- Continue Occupancy Tax Communications Campaign
- One Media FAM per quarter
- Push “Golf Cluster” PR
- Increase website traffic by 25% annually
- Increase Social Media Footprint by 25% annually
- Detailed Video Content Strategy
- Cut Destination Guide Production to 20,000
- Rollout Strategic Marketing Plan

STS Beacon Award

- Phil took a moment to advise the board that Beverly Stewart recently received the Southeastern Tourism Society’s Beacon Award. She and Phil recently traveled to Little Rock, AK for the award ceremony. Phil read a press release and gave Beverly kudos for her 3 decades of commitment to the tourism profession.

Beverly Stewart Executive Vice President - Events Update

- Assisted with and Booked in Moore County: 2020
 - NC Dixie Boys Baseball Annual Mtg. – Jan. 17th to 19th.
 - NC Dixie Girls Softball Annual Mtg. – Jan. 17th to 19th
 - Weymouth Woods 50 Mile Trail Run – Jan. 17th to 19th
 - SCC Emergency Services Fire College – Jan. 22nd to 26th
 - NC Quadrille Club Annual Meeting - Jan. 30th to Feb. 2nd
 - Carolinas Assn. of Government Purchasing Officers – Mar.2nd to 5th
 - NC Mathematical Assn. Of Two-Year Colleges – Mar. 11th to 13th
 - State Speech & Debate Tournament – March 27th to 29th
 - Shamrock `N Roll Road Race – March 13th to 15th
- Bidding on Potential Meetings/Events:
 - BOOKED! Dixie Girls Softball – 2021 State Tournament – July (960 attendees/1380 room nights).
 - NC Register of Deeds Assn. – 2021 Annual Mtg.- August RPF responded to and site inspection provided for District Board on Feb. 4th. (225 attendees/335 room nights)
 - 365 Conference (former Governors’ Conference) – 2023 Annual- March (550 attendees – 569 room nights)Site selection provided for VisitNC reps on Jan. 24th CVB/Pinehurst sent BID on Friday, Feb. 7th.
- Executive Vice President – Activities:
 - Coordinated and attended the Association Executives of NC Annual Tradeshow in Raleigh, NC. Networked with **199 Meeting planners from NC Associations and Corporate**. Followed up by sending CVB newsletter and offering Bids for future meetings in Moore County.
 - As chair of the Events Committee for the Defense Industry Alliance of NC (DANC), I coordinated and attended the DANC Christmas event at the NC Governor’s Mansion. Secured items for the silent auction to benefit DANC. The event was attended by military contractors,

generals and corporate members of the association. (see attendee list) This event provides an Excellent opportunity to meet and invite groups to book events in Moore County.

- Attended the opening of the North-South Bar at the Manor Inn. Toured newly renovated meeting area and bar.
 - Provided site inspection of local hotels and attractions to new meeting planner for the NC Bar Association in preparation to bid on future meetings.
 - Met with new Hilton Garden Inn management to discuss sales for the hotel when it opens in 2020.
 - Welcomed the Welsh Terrier Rescue – Stink Eye Conference to Moore County at the Hampton Inn and Suites. Secured proclamation from Aberdeen mayor for Welsh Terrier Day in Aberdeen.
 - Met with the Laura Douglas with the Pilot to discuss new meeting venues in Moore County for groups.
 - Met with SCC – Small Business Center and SCC – Emergency Services to discuss new opportunities for group business.
 - Re-Elected to serve on the board of the NC Retired Employees Association.
 - Prepared and sent Rebate and Rate contracts for the 2020 US Teens & US Kids World Championships. Gathered all contracts from hotels and collected pictures, information etc. for the CVB Accommodations page on www.homeofgolf.com.
 - Attended the AENC Winter Conference in Raleigh. Networked with 60 meeting planners.
 - Exhibited at the Sandhills Wedding Expo on Sunday, Jan. 26th. Met with over 200 brides/grooms considering Moore County for their weddings.
- Attended the following meetings, events & seminars:
- Defense Association of NC (DANC) – Events Committee Meetings
 - Association Executives of NC (AENC) – Monthly Meetings & Futures Commission Meetings
 - Moore County Parks & Recreation – Future Tournament Committee Meetings
 - NC Retired Government Employees Association (NCRGEA) – Quarterly Meetings

Tourism Product Development Fund Committee Update-Tom Pashley

- Member Pashley reported that the TPDF committee met on January 27, 2020. They continue to talk and come up with ideas, in order to craft a proposal, that will garner approval by the Board of Commissioners. Some of the key items mentioned has been to help fund a visitors center, to help offset the costs associated with large events and also maybe to support local communities with annual events held in the county. Also, there has been dialogue regarding the wording of how the money is to be used, ie...for only non-profit/municipal use versus private businesses.

Strategic Marketing Plan-Chris Cavanaugh

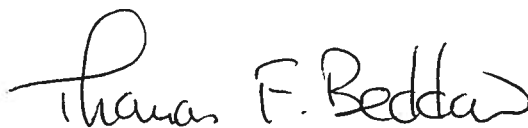
- Mr. Cavanaugh gave a presentation on the 3 information gathering sessions he held here in January. He went over key points that were mentioned during these sessions such as the fact that our occupancy tax collection numbers show that business is good and has been increasing steadily. January and February are still the months that are the lowest as far as tourism is concerned. But that is the norm for most all destinations. While golf is king here, there is a need for diversification that came up during the sessions. He went over the next steps involved in developing the plan and that there will probably be another couple of visits by him to update the board on progress.

Chairman's Report-Chairman Beddow gave Member Parsons the floor to make an announcement. She announced that the Chamber would be moving to the top floor of the Krausen building on the corner of New York and Bennett in the summer of 2020. There will be a large area in the building set aside for community use.

NEW BUSINESS:

There being no further business to bring before the Board, Chairman Beddow asked for a motion to adjourn. Member Pashley made the motion, seconded by Member Parson. Chairman Beddow adjourned the meeting at 5:30 pm.

Respectfully submitted,

Handwritten signature of Thomas F. Beddow in black ink.

Kelly Miller, Secretary/Treasurer

For KELLY MILLER
3/11/20