



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

**Special Conference Call
Board Meeting
Thursday, March 19, 2020**

Members on the call: Tom Beddow, Tom Pashley, Kelly Miller, Bonnie McPeake, Andy Hofmann, Bobbie Rollins, Frank Quis, George Little, Caroline Xiong, Pat Corso

Not on the call: Linda Parsons, Wayne Vest

Staff on the call: Phil Werz, Beverly Stewart, Donna Garner

The meeting was called to order at 4:01 pm by Chairman Beddow.

Chairman Beddow asked approval of the minutes from the February 19, 2020 Regular Board meeting. Member Little moved for a motion to approve the minutes, seconded by Member McPeake. The motion was passed.

FINANCIAL REPORT – Kelly Miller

A. Room Tax Collections:

Through January 31, 2020, a total of \$1,108,257.88 has been collected in the first seven months of the 2019-20 fiscal year. Each month of this FY has set an all-time record and January marks the 16th 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 22 of the last 23 months.

The January sum of \$86,925.52 represents a 2.0% increase over the same month from 2019. Year-to-date, we are up 11.1% for the first seven months of this FY compared to the same period last year.

B. Expenditures:

Through January 2020, we have maintained a favorable financial position of +\$130,149 to budget.

C. Statement of Financial Position (Balance Sheet):

Also, emailed to you was a copy of the Balance Sheet/Statement of Financial Position as of March 2, 2020. This document showed \$1,008,137.04 in total assets, \$469,053.74 in total liabilities for a total fund balance of \$539,083.30.

Motion to approve the Financial Statements. Member Little made the motion to approve the financials. Member Quis seconded. The motion passed.

Introduction of FY 20-21 Budget Topic-Kelly Miller

- Member Miller stated that everyone had been emailed a copy of the proposed budget, which the Finance Committee met to discuss, on March 12, 2020 and approved to recommend to the board. Member Miller's remarks were that due to the Covid 19 Pandemic and its impact on the tourism industry, as well as the economy as a whole, it is being suggested to not approve the recommended budget. Since there is no way to determine what the long-term effect of this pandemic will be on our destination, he said the Board needs to give Phil guidance on coming up with a new budget. Chairman Beddow stated that the Board needed to give its approval to send the budget back to the Finance Committee. All approved doing so. Chairman Beddow then asked Phil for an update on what he was doing in the current FY, to save money.
- Phil started out by saying he's in full agreement with Mr. Miller on working up a new budget, but we have no way of knowing what the number should be. He will make some recommendations to the Finance Committee and said they will need to meet again sometime in April. He said in talking with Caroline Xiong and Tami Golden, Internal Auditor for the County of Moore, he has a better understanding of the time frame he has to get the budget submitted and approved. He then said he has pulled \$143,000 from the media package with The Brandon Agency in the current year's budget. Chairman Beddow asked if there were other savings to be found in this year's budget, and Phil stated he would review the year to date budget report and get back to him.

President and CEO Report-Phil Werz

Occupancy Collections Update (FY 2019-20)

- Up 2% in January year over year and up 11.1% year to date through January. Expect February to be flat, if not up, as this pandemic didn't really start to affect us until February 27th. March-June last year collected \$798,000, which represented 42% of collections for the FY. If we can do half of that the rest of this FY, that's \$400,000...doable if this breaks by the end of April. Once the coast is clear we'll have a different plan and strategy...mostly to affect drive markets within a 5hour radius (Atlanta to Washington DC). We also have a list of media we are reaching out to, so they can visit and turn stories around quickly ie...traditional media, bloggers, influencers, etc.

Coronavirus Update

- In polling area hotels, there are moderate to significant impacts. Larger groups 300-400 people are cancelling but about 60% or slightly more are rebooking for later this year. Area golf courses are open, but many seeing losses from cancellations of daily play, groups and packages.
- Working with The Sway and our resources to create a list of restaurants open for take out and delivery on our website as our focus turns more to community at this time. We are urging people to buy gift cards. We are polling area golf courses now to get updates from them as well.
- The staff is ok. The County has recommended working remotely, but we all elected to come into work. We have our own office and doors, so we can practice social distancing. Thoroughly had our offices cleaned yesterday-carpet, upholstery and air duct. Much cleaner work environment.
- VisitNC 365 Conference cancelled next week. IAGTO in June will likely be postponed until after Labor Day, so we will realize savings from travel by not attending this FY.

- Tourism & hospitality will be the hardest hit industry in the nation. Today, Roger Dow, President and CEO of US Travel Association said the economic impact nationally will be 6 times worse than 9/11.

Beverly Stewart Executive Vice President – Activities Update

- Attended the Connect Marketplace Feb 19-21st in Florida. This was an appointment only conference. Met with 25 qualified meeting and event planners. Secured three Request for Proposals on-site for our area.
- Attended the AENC Spring Conference in Raleigh March 12-13, 2020. This meeting was held before Gov. Cooper declared no groups over 100 could meet.
- Coordinated and attended the Defense Association of NC events committee meeting at Sly Fox on March 3rd.
- Provided site inspection of local hotels and area to Matt Ward, Golf Today.

After March 14th Order from Gov. Cooper-The Executive Order prohibits mass gatherings that bring together more than 100 people in a single room or space, such as an auditorium, stadium, arena, large conference room, meeting hall, theater, or other confined indoor or outdoor space, including parades, fairs and festivals. Violations of the order are punishable as a Class 2 misdemeanor.

- Contacted all hotels, motels, resorts, and golf courses to get their feedback on cancelations and re-bookings.
- Emailing meeting planners “one on one” to let them know we are thinking of them in this pandemic and hope they are safe and well. Letting them know we will be there to help them when it’s over.
- Gathering information from area restaurants on take out hours and options.
- Communicating with area Sales Directors to prepare game plan for when the group market returns.
- Assisting Phil with area info as requested.
- Attended the following meetings, events and seminars-online until further notice:
 - Defense Assoc of NC (DANC)-Events Committee Meetings (Zoom meetings)
 - Association of Executives of NC (AENC)-Monthly Meetings and Futures Commission Meetings (Online)
 - Moore County Parks & Recreation-Future Tournament Committee Meetings (All meetings canceled until further notice)
 - NC Retired Government Employees Association (NCRGEA)-Quarterly Meetings (Online)

Chairman’s Report

Much discussion ensued regarding the impact of the pandemic crisis on small businesses and the economy.

Allied Reports

Member Corso stated we have received an EDA grant of \$100,000 for entrepreneurship in Moore County.

NEW BUSINESS:

There being no further business to bring before the Board, Chairman Beddow asked for a motion to adjourn. Member Miller made the motion, seconded by Member Little. Chairman Beddow adjourned the meeting at 4:35 pm.

With no further comment, Chairman Beddow adjourned the meeting and stated next CVB board meeting is scheduled for May 19, 2020.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Kelly R. Miller". The signature is written in a cursive style with a large initial 'K' and 'M'.

Kelly Miller, Secretary/Treasurer