



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

**Zoom Board Meeting
Thursday, June 4, 2020**

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

Not on the call: Wayne Vest, Pat Corso

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

The meeting was called to order at 10:03 a.m. by Chairman Beddow.

Chairman Beddow entertained a motion to approve the April 27, 2020 minutes. Kelly Miller made the motion, Linda Parsons seconded it, and the motion passed.

Financial Report-Secretary/Treasurer Miller

Revenues:

Through April 30, 2020, a total of \$1,308,928.84 has been collected in the first nine months of the 2019-20 fiscal year. Due to COVID-19, the March collections of \$76,530.64, marked the end of 17 straight months of all-time record collections. March collections were down 52.9% over the previous March. As expected, April collections were historically low with \$17,654.54 in collections, a 91.9% decrease from the previous April. Year-to-date, we are down 11.3% for the first nine months of this FY compared to the same period last year. At our last meeting, we forecasted a \$400,000 shortfall to the current budget, but this has been mitigated by cutting all paid advertising from March 15 through the end of the fiscal year to June 30, 2020. We also cut additional funds from the current FY budget. As a result, we now anticipate a shortfall of under \$50,000.

Expenditures:

Through April 2020, we have maintained a positive financial position of +236,610 to budget. To provide a better perspective, at the end of March we had a positive financial position of \$97,780. The difference reflects the approximately \$140,000 we saved by cutting all advertising as of March 15, 2020 due to COVID-19. For the record, we cut another \$150,000 from the current budget to mitigate an expected shortfall by the end of the FY on June 30, 2020.

Statement of Financial Position (Balance Sheet):

Also, we emailed to you a copy of the Balance Sheet/Statement of Financial Position as of June 1, 2020. This document showed \$973,936.16 in total assets, \$469,942.74 in total liabilities for a total fund balance of \$503,933.42.

Member Miller entertained a motion to approve the Financial Report. Member McPeake made the motion, Member Pashley seconded it and the motion passed.

Pinehurst 125th Anniversary/Landmark Status-Lydia Boesch

Chairman Beddow introduced Lydia Boesch, of the Pinehurst Village Council, to give a presentation to the Board. Ms. Boesch's presentation is titled "The Gem We Call Pinehurst". Pinehurst is turning 125 this year, as it was 1895 when James Walker Tufts came here and had the vision of Pinehurst. There will be 125th anniversary banners hung throughout the core Village area with the date signified on the pinecone logo. There is also a new website dedicated to the history of Pinehurst and the 125th year anniversary. The website is www.vopnc.org/125.

Another item Ms. Boesch went over was the Pinehurst National Landmark District. Pinehurst Historic District was designated a National Landmark in 1996. The Pinehurst Historic District is made up of 766 acres and 500 privately owned properties. The Pinehurst Historic District is listed on the National Register of Historic Places. Of the 90,000 places listed on the Register only 3% are given the "Landmark" status, which is an honor for Pinehurst to have that designation.

2020-21 CVB Marketing Plan-Media One

Phil introduced Martin Armes and Josh Sherwood with Media One to go over their marketing plan for the 20-21 FY. With a very limited budget, due to impacts of Covid 19, it will be 100% digital this year. He stated that the Marketing Committee tentatively approved this media plan last week. Martin and Josh used a power point presentation to go over exactly how the \$345,000 that is in the marketing budget for next FY will be used. Some key points of the marketing plan are: Different social media platforms such as Facebook and You Tube will be used to market the destination. Keyword searches such as "golf" will be used to bring Pinehurst up in the different search engines such as Google, Bing, etc. Different types of ads such as banner ads will be used on prominent websites. At the conclusion of their presentation Chairman Beddow asked if anyone had questions. With none being asked, Member Pashley made a motion to approve the marketing plan as presented. Member Miller seconded the motion and it passed.

President & CEO Report-Phil Werz

Phil began by reiterating the Room Occupancy Tax collection numbers, and how the impact of Covid 19 has affected the current year's budget. Hopefully, with the May and June collections, we can finish out the year with less than a \$50,000 shortfall.

Due to the loss of revenue, because of Covid 19, we had to reduce the budget for next fiscal year by $\frac{3}{4}$ of a million dollars. Phil went over some of the things that we had to cut out of the budget for next year, such as printing the destination guide. It will be completely digital. Also, Phil went over the latest research in travel tendencies, for the coming months.

Phil told about the ESPN Radio Pittsburgh Jerry Dulac show being here to do a 2 hour radio show that will broadcast this Saturday, June 6. The show has 1.3 million weekly listeners and is the longest running primetime radio show in the US. It will originate at CCNC, and they will interview Tom Pashley and Kelly Miller about upcoming Men's and Women's US Open events, to be held at their respective courses. He also mentioned some other radio shows, such as GolfTalk Live with Tony Leodora, and the Buck & Kinkade Show that will be coming into the area and doing shows on Pinehurst. This is excellent exposure in the markets we are wanting to target, to get visitors back to the destination. Also, the CVB is doing a couple of Golf Association Eblasts, offering golf packages, which will be sent to over 500,000 emails in NC, SC, GA and TN.

Next Phil went over a couple of in- house projects that Lisa Long has been working on. The first is a series of posters for various restaurants, in the destination. Each poster has a photo of the chef or owner along with the Count on Me NC logo, the restaurant logo and the CVB logo. Also, each poster has the wording: Welcome Home-Our House is Clean and Safe-Your Safety|Your Comfort|Our Pleasure.

The second project Lisa has been working on is a set of 12 “trading” cards that the CVB is going to have printed. Each card will have a picture of a chef from a local restaurant, along with the restaurant information and on the back will be their favorite recipe. We plan on selling the set of 12 cards for \$25, as a fundraising project to give back to the restaurant employees affected by the pandemic.

Lastly, Phil told about the release of the “Brewery Tour” video, which was released on June 1st. It has been very well received and encompasses the spirit of the community and of this destination. Phil even had a call from the Virginia Beach CVB, asking what production company we used to make the video. Phil told them it was done in house, by our own video production unit.

Beverly Stewart Executive Vice President – Activities Update

- Maintained constant contact via email and individual calls to area hotels, motels and resorts. Talked with Director of Sales or General Manager to find out what they need and to make sure they are connected to CVB resources.
- Site visits to area hotels to discuss strategy for safety and generating business when restaurants reopen.
- Collected data on groups lost/canceled from meeting properties to determine economic impact.
- Continue gathering occupancy and average daily rate as requested by President/CEO.
- Continue to maintain close contact via email and calls with meeting/event planners for future business. All Association Executives of NC planners, Meeting Professionals Intl.- Carolinas Chapter, and CVB Clients have been contacted.
- Working with US Kids Golf:
 - Planning registration and volunteers at 10 locations not a central site.
 - Determining what the CVB can provide in Welcome Packets.
 - Finalized contracts for rebates to US Kids Golf Foundation.
 - Updating accommodations info on link from US Kids Championships web site to the CVB US Teens/Kids housing page.
 - Planning volunteers and promo items for the Red, White and Blue Tournament in early July.
- Assisting the National High School Golf Association with the 2020 High School Golf National Invitational August 3-5, 2020.
- Working with VisitNC to book the 2023 365 Conference at Pinehurst.
- Attended Moore County Government Covid 19 conference updates.
- Attended VisitNC – Destination Marketing Organizations Covid 19 conference calls.
- Attended the "Relief for DMOs: Understanding Economic Development Administration Grants webinar.

Chairman’s Report-Tom Beddow

Chairman Beddow praised the CVB staff for their hard work and dedication during the pandemic, in helping to support local businesses and the community. He reported that CCNC is now scheduled to host the 73rd Jr. Am next July, instead of the 74th as originally planned, due to Covid 19 cancelling this year’s event. He also mentioned the presentation by Ms. Boesch and that you can’t discount the impact of “heritage tourism” which can draw visitors to a destination. Hopefully the 125th anniversary initiative will put a few more “heads on beds”.

Allied Reports-Linda Parsons

Member Parsons also echoed Chairman Beddow’s praise to the CVB for their work in assisting local businesses. She reports that the Chamber has extended all memberships to 15 months, instead of the

normal 12. The progress on the Chamber's new building has been put on the back burner, but they are supposed to close in July and hopefully will be moving in September.

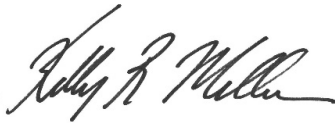
Unfinished Business

Chairman Beddow stated that at the last meeting, the Board voted 8-1 to ask the Commissioners to take up the topic of increasing the Room Occupancy Tax from 3 to 6%. He asked Member Quis to address why the Commissioners are not willing to consider this request made by the CVB Board? Member Quis again alluded to the economic development opportunity he cited at the last meeting, which he stated was the reason he voted against the proposal, to the Commissioners, to raise the tax. Discussion ensued and Member Quis made the recommendation if the Board wanted the Room Occupancy Tax increased immediately, then the Commissioners would do that and withdraw all County support for the project being considered. This would mean the CVB would take over supporting the project out of the Tourism Product Development Fund, generated from increasing the tax. Further discussion transpired. Finally, it was decided that since this project is confidential, that Member Pashley would speak with Member Quis offline to discuss more specifics of both sides of this issue. Chairman Beddow suggested a briefing of this discussion in a week's time to keep things moving. And it was stated that the entire Board would be updated as needed.

Chairman Beddow stated the next meeting would be held on July 23, 2020.

With no further business Chairman Beddow entertained a motion to adjourn. Member Miller made the motion, Member McPeake seconded it and the meeting was adjourned at 11:35 a.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Kelly R. Miller". The signature is written in a cursive, flowing style.

Kelly Miller, Secretary/Treasurer