



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

**Board Meeting
Thursday, December 10, 2020**

Members present: Tom Beddow, Tom Pashley, Kelly Miller, Andy Hofmann, Bobbie Rollins, Bonnie McPeake, Frank Quis, George Little, Caroline Xiong, Wayne Vest

Not present: Linda Parsons, Pat Corso

Staff present: 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 October 15, 2020 minutes. Member Little made the motion, Member Pashley seconded it, and the motion passed.

Financial Report-Secretary/Treasurer Miller

Room Tax Collections:

The pandemic continues to show a trend where we are down for the first four (4) months of the previous FY, but above in all four (4) months from the 2018-19 FY (2 budget cycles ago). This October, occupancy tax collections were down slightly more than 4% compared to October 2019. For the first four (4) months of the current FY, we are down -8.3% compared to the same period last year.

Expenditures:

Through the first four months of the 2020 FY (through October), we are in a positive financial position of +39,025 to budget. Due to the very conservative annual operating budget, we are seeing the benefits of a conservative forecast on monthly occupancy tax collections, which have produced a surplus of \$375,000 through October. It will be proposed later in this meeting, that we use some of this surplus to market the destination, to supplement spring 2021 promotional efforts.

Statement of Financial Position (Balance Sheet):

Also, we emailed to you a copy of the Balance Sheet/Statement of Financial Position as of November 30, 2020. This document showed more than \$1.2 million in total assets, about \$511,000 in total liabilities for a total fund balance of \$757,193-up from a total fund balance of \$516,000 since our last meeting.

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

President & CEO Report-Phil Werz

Phil started off by presenting a slide showing how much excess, over budgeted amounts, have been collected in room tax, for the first 4 months of the current FY. As stated in the financial report, for July through October, we have \$375,000 in excess collections. Phil's recommendation to the board, is to do a budget amendment to move \$200,000 into our operating budget for marketing purposes.

Also, out of these funds, he wants to hire a social media manager, to replace Emily's position. Some of this money would also be used to cover the cost of printing a much lower number of destination guides, which we originally planned to have digital copies only. Member Pashley commented that he felt the \$200,000 that Phil proposed is very conservative, and that we should consider moving more than that, with this budget amendment. Member Miller made a motion to move \$300,000 instead of \$200,000. Discussion ensued. Caroline Xiong asked for clarification of which account the additional \$100,000 would go into. Phil stated it would go to Digital Marketing (26054092 53601). Chairman Beddow stated that a motion was on the floor and did we have a second. Member Quis seconded the motion and it passed unanimously.

The next topic on the agenda is the STR report. Phil's slide shows that as far as occupancy in Moore County, we are down 14% from last year. And even though we have a surplus in occupancy collections, our occupancy is down from last year. But with that being said, we're above the national and southeastern averages. Therefore, we are in better shape than a lot of places. Also, our average daily rate is totally driven by leisure travel, as there is no corporate travel right now, to negotiate lower rates.

The latest travel assumptions indicate that the first quarter of 2021 will be very slow, but hopefully by the second quarter leisure travel will pick up heading into summer. Vaccine distribution should accelerate in early 2021 and cases should decline in the second quarter. Hopefully, by the third quarter corporate restrictions are eased and group events will normalize substantially. Statistics indicate that the travel industry has been hit the hardest overall during the pandemic. Leisure and travel job loss is the highest at 21%.

Phil gave the floor to Martin Armes, with Media One, to give some statistics on our marketing and how it is going so far this FY. Our website volume increase is 109%, and organic volume, which is people using search engines such as Google or Bing to look up Pinehurst, is up 10%. He also gave information regarding what areas the website traffic is coming from and the top pages viewed on the site. The Golf pages and packages are the most viewed.

Beverly Stewart Executive Vice President – Activities Update:

- Met with Peter Stilwell, Tarheel Communications, to discuss several events:
 - American Jr. Golf Association Taylormade TP5 Junior All-star Tournament March 2021, Pinehurst BBQ Festival September 2021 and US Teens/US Kids for 2021.
- Met with Cindy Reed, USGA, to discuss securing accommodations for USGA's Golf House move to Pinehurst and 2024 U.S. Open.
- Working with Carolina Horse Park on a new series of Sedgefield Hunter Jumper shows for 2021. Will be providing hotel rates for each event for 2021.
- Sponsored and attended the AENC Fall Zoom Conference on November 29-30th.
- Attended the Defense Alliance of NC (DANC) Council meeting via zoom November 12, 2021.
- Attended the Festival of Trees preview with the Chamber of Commerce on November 18th at Pinehurst.
- Toured the Pinehurst Resort's newest meeting facility at the Marina. It has a wonderful view of the marina with fire pits outside. Open air facility.
- Toured the new Aberdeen Sports Complex with Mayor Robert Farrell on November 2nd. The land is being prepared for the 6-8 soccer fields, field house and bathroom facilities. Future Baseball and Softball fields planned.
- Participating in VisitNC "Meetings & Convention Program." We have 3 virtual tradeshow opportunities to meet with meeting and event planners. Each appointment is 13 minutes, and I included an area video in my appointments.

- November 17th – Regional Focus: All meetings and event planners of any type within an 8-hour driving distance of central North Carolina. This includes independent, corporate/direct, association and incentive planners. Met with over 20 planners at this event including:
 - RTI International, Long & Foster Real Estate, Community Care of NC, Virsitour, HelmsBriscoe, TIAA, Tennessee Valley Authority, Elite Travel Inc., FACE2FACE Meetings, NHS Global Events, IGT Play Sports, Moonlight Travel, Mosaix Group, Southeast Tourism Society, Nat. Association for Catering & Events, GROWMARK, AAMRO, ECG Events, Education Writers Association, Prestige Global Meeting Source, Maritz Global Events, ACHCA, American Coal Council, etc.
- December 3rd – National Focus: Corporate tech, association, medical and third-party planners from anywhere in the U.S. Met with 28 planners at this event.
- Prestige Global Meeting Source, 3-Helmsbriscoe, Parkinson’s Foundation, Shionogi Inc., AAPL, Global Cynergies, CEALS Meetings and Incentive, American Guest, Fox World Travel, Fox World Travel, Intoxicating Travel Group, EMC Meetings and Events, BioOhio, Meetings Made Easy, TripOtour, Certification, & Recertification for Nurses, CWT, Airborne Public Safety Assoc., Intl.Assoc. for Dental Research, Eurofins. etc.
- December 14th - Targeted Regional Focus; SMERF and independent planners within an 8-hour driving distance of central North Carolina. Number of appointments TBD
- Conference call with Suzanne Moon, VP of Operations, for the Southeast Tourism Society, to discuss hosting future STS Annual Meetings. She also wanted my input on the zoom platform that VisitNC/Northstar was using for the appointment shows.
- Toured the new Hilton Garden Inn November 19th.
- Attended the STS Zoom meeting “STS Scout Demonstration for Sports Tourism” on December 9th.
- VisitNC placed the 2023 365 Conference at Pinehurst on hold until they get a replacement for the Solutions Center and a handle on what the conference will look like in the future.
- Continuing to assist the USGA with the 2021 US Jr. Amateur at Country Club of North Carolina.
- Continue to reach out meeting planners who canceled in 2020 to reschedule for 2021. Continuing contact with Association Executives of NC planners, Meeting Professionals Intl.-Carolinas Chapter, Defense Alliance of NC, Society of Government Meeting Planners.
- Continued contact via email, individual calls and site visits with 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. Provided Visitors Guides and Essentials Guides during the visits.

Phil gave a list of proposed dates for 2021 CVB Board Meetings, which he stated he needs to send to the county, so they can post them on their website. He asked if anyone had any discrepancy with any of the proposed dates. The next meeting is tentatively scheduled for February 18, 2021. Member Miller asked if there were provisions to attend meetings remotely, if you weren’t able to physically attend. Phil said he thought it would be feasible and would check into that option for future meetings. Caroline stated she would check into the legal aspects of doing that.

Phil then showed two videos that Dan has recently done. The first video is one of the segments for Explore Moore, which highlights Jeremy and Megan using the Pinehurst Walking Tour book as a guided tour of the Village. The video shows them beginning at the Tufts Archives and ending at the Carolina Hotel.

The second video is one of a series of artist videos Dan is doing for CCNC. We are getting paid for this series of videos, depicting the artists that are being used in the renovation project of the CCNC clubhouse. This video highlights Carmen Gordon, and the story of why she became an artist, how she came to Moore County, and what inspires her work.

Chairman's Report-Tom Beddow

Chairman Beddow stated that the Jr. Am is on with 264 players from around the world coming next July, and there will be hopefully lots of room nights generated from this event. It was supposed to be the 74th Jr Am, but due to COVID-19 canceling this year's event, it will now be the 73rd. The search for the 600 needed volunteers is underway, with assistance from the volunteer coordinator from the US Amateur.

Allied Reports-Linda Parsons, Pat Corso

Neither member Parsons nor member Corso were in attendance, so there were no allied reports today.

Unfinished Business:

In unfinished business, Chairman Beddow stated that we look forward to the January 27th Board of Commissioners work session, and the opportunity to present our request about raising the room occupancy tax. He asked member Quis and member Vest for their guidance on what was needed from us, as far as our justification for raising the tax. Member Pashley said that there would be Product Development Fund Committee meeting, to prepare a recommendation to present to the Commissioners at the work session. He gave some ideas, that have been previously discussed, regarding how the Product Development Fund may potentially be used.

Chairman Beddow asked for thoughts on who in the community might be potential new board members, as some of the current member's terms end. Some ideas were given, such as a restaurant owner, retail owner, realtor, retired executive. He stated he would like to go into more detailed discussion of this topic at the next meeting. It was mentioned that the composition of the board members are specifically defined, in the legislation.

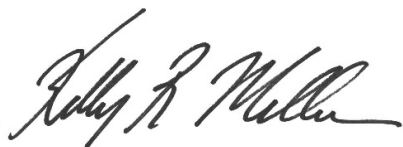
New Business:

No new business was brought before the board at this time.

Chairman Beddow stated the next meeting is scheduled for February 18, 2021.

With no further business, Chairman Beddow asked for a motion to adjourn the meeting. Member McPeake made the motion and Member Pashley seconded it and the motion passed. The meeting was adjourned at 11:17 a.m. Member McPeake invited everyone to come to her newest hotel, the Hilton Garden Inn for a tour, as it is scheduled to open on December 21st.

Respectfully submitted,



Kelly Miller, Secretary/Treasurer