



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

**Board Meeting
Monday, June 21, 2021**

Members present: Tom Beddow, Tom Pashley, Andy Hofmann, Bonnie McPeake, Frank Quis, George Little, Kelly Miller, Matt, Hausser, Linda Parsons, Caroline Xiong, Wayne Vest

Not present: Natalie Dean-Hawkins

Staff present: Phil Werz, Donna Garner, Beverly Stewart

The meeting was called to order at 4:05 p.m. by Chairman Beddow.

Chairman Beddow entertained a motion to approve the April 22, 2021 minutes. Member Miller made the motion, and Member Parsons seconded it. Member Quis commented that he wished to make a correction to the minutes from the April 22nd meeting. He said the statement that quoted him as saying “he was not in favor of giving money to the towns just to fund some tourism related activities” was not his position on the matter. Editing note: In listening to the recorded transcript of the meeting on April 22, 2021 his exact wording was, “I’m not in favor of giving money to each municipality, just to create some tourism related activity”. The motion to approve the minutes based on making said correction was approved.

Financial Report-Secretary/Treasurer Miller

Room Tax Collections:

Occupancy Tax collections through May totaled \$1.6 million. Really good news to report based on collections since our last meeting, specifically for the months of March and April. In March, we set an all-time collections record of \$200,060 which broke the previous all-time record in the 2018-19 FY by nearly 23%. Not compared to last year, but to the all-time record year, two years ago during the 2018-19 fiscal year.

In April, we collected nearly \$300,000 and broke the all-time record from that 2018-19 FY by a whopping 34.5%. We expect to set all-time records again in May and June. We will definitely surpass \$2 million in collections for the first time ever, perhaps close to \$2.1 million.

Expenditures:

Through the first ten months of the 2020-21 FY (through April), we are in a positive and strong, financial position, of +\$56,351 to budget. With the current FY coming to a close in nine days and significant surpluses to forecast (and/or budget) anticipated in May and June, we expect close to \$400,000 to rollover into the fund balance, given we cannot submit future budget amendments and get approval to spend it, on marketing, prior to the end of the FY on June 30th.

In the midst, of a pandemic, we are one of the very few counties in NC that has enjoyed this much success in the last year. Great momentum heading into the new FY.

Statement of Financial Position (Balance Sheet):

Also, you were provided a copy of the Balance Sheet/Statement of Financial Position as of June 1, 2021. This document showed slightly more than \$1.2 million in total assets, about \$509,000 in total liabilities, for a total fund balance of \$763,083.

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

The FY 2021-22 proposed budget was sent to each member prior to today's meeting, and the Finance Committee met on April 12th to go over the budget in depth. Member Miller asked if anyone had any questions or comments about the budget. Phil stated that this is still a conservative budget based on collection numbers coming in for this current FY. Member Pashley asked what was the collection estimate for the upcoming FY and Phil stated it is \$1.77 million. Chairman Beddow asked for a motion, to approve the FY 2021-22 budget. Member Pashley made the motion, Member Parsons seconded it, and the motion passed.

President & CEO Report-Phil Werz

Phil introduced Martin Armes, from Media One, to give a comprehensive overview of our 2021-22 fiscal year marketing plan. He showed a detailed presentation of what types of media we have used in this past FY, and the blueprint of the plan to be used in the new FY. At the end of the presentation, Chairman Beddow entertained a motion to approve the marketing plan. Member Pashley made the motion, Member Parsons seconded it and the motion passed.

Phil then gave a very positive update on the room occupancy tax collections. March and April were all time record months, in comparison with the pre-pandemic numbers, we were seeing in the 2018-2019 FY. Our occupancy numbers have been in the 70-percentile range and Phil stated he's never seen them that high. The collection amount coming in for May so far is at \$285,559, so the remainder of the FY should continue this trend of breaking all-time records. Even with the two budget amendments that were done earlier this FY with the continued collections coming in, we should see around \$450,00+ roll over to the fund balance.

We are going to be partnering with the Pilot for a couple of new incentives. The first is a new series of podcasts entitled, "Paradise in the Pines". They will be bi-monthly broadcasts, lasting approximately 20 minutes each, and touching on Golf, Lifestyle, Culinary, Events, etc. The second will be a radio broadcast that the Pilot is going to start, which will be called, "Golf Rock." It will be all NC-based artists and linked on the website so that it can be heard around the world. These incentives will be new ways to reach significantly more people in very creative and impactful ways.

Phil is pleased to announce that Dan Dreyer, our Destination Storyteller, along with his brother Jordan, have been commissioned to paint the newest mural, in the town of Carthage. He will be doing this on his own personal time, as it is not an official duty, of his job with the CVB. The mural will consist of relevant scenes from the life of Tommy Prickett, of Frye & Prickett Funeral Home. One unique feature of Dan's design of this mural, is a QR code, which will be painted into the mural. If someone scans this QR code, it will take them to a video, which will tell the story behind the mural.

Phil stated that this is Chairman Beddow's last board meeting, as his term, which is an interested citizen seat, will expire on June 30th. He then showed a list of applicants, which the county has supplied to him. It will now be up to the Board of Commissioners, to appoint one of these applicants, to fill this vacant seat.

Beverly Stewart Executive Vice President – Activities Update:

- 2024 US Open-Area room blocks
 - Meetings with Moore County hotels are complete and Cindy Reed, USGA, has received contracts back for room blocks.
 - Meetings with the TDAs in Lee County and Cumberland County to secure additional room blocks are setup. Room block needs in other counties will be determined by the USGA.
 - In 2022 the CVB should work with other CVBs in NC to get links for spectator rates. The spectator rates will be linked to each area's website with a link from the homeofgolf.com site.
- Associated Executives of NC (AENC)
 - Sponsoring and attending the AENC Annual meeting in Wilmington, NC, June 18-20, 2021. The CVB will have podium time and will provide silent auction prize package.
- US Teens and US Kids World Championships
 - Area room rates are live on the CVB link from US Kids World Championships.
 - Maps showing courses and hotels along with where events will be held are complete and have been sent to Peter Stilwell.
 - CVB materials including Visitors Guides, Coupon Books, promo items are ready for US Teen and Kids registration.
- PGA 2021 National Highschool Golf Championship
 - Provided area hotel rates.
 - Provided 576 Welcome Packets for the participants.
- 2021 USGA Jr. Amateur Championship at CCNC
 - Provided area hotel rates.
 - Providing 315 Welcome Packets
- Sports Venues in Moore County
 - Gathered info on all sports venues in Moore County for future CVB Sports Video.
 - Aberdeen Soccer Facility
 - Southern Pines Parks & Rec
 - National Athletic Village
 - Pinehurst Parks & Rec
 - Sandhills Community College
 - Sports to target for 3-4 days events:
 - Baseball and Softball, Soccer, LaCross, Rugby, Disc Golf, Air Hockey, Tennis, Wrestling, Volleyball, Pickleball
 - Equestrian Events-3-4 day events:
 - Carolina Horse Park, Pinehurst Harness Track
 - Other events:
 - Biathlon, Triathlon, Swimming, Road Races 5K, 10K, 25K, 100K
- Provided intro and tour for Collin Blank at the Moore County Sports Complex.

Beverly made these final remarks at the conclusion of her report. "Thank you all for your support over the 33 years that I have been at the CVB. I have had an amazing career and truly enjoyed the work that I have done and especially the friendships I have developed. I wish the CVB staff and board the very best in the future."

This led to Phil's next agenda item: CVB Personnel Announcements. In addition to Beverly's upcoming retirement on July 23rd, Karin Toomey will also be retiring effective June 30th. He stated he will reimagine what Beverly's position will be moving forward, and it may not happen for 5 or 6 months. Karin's position of digital marketing will be absorbed in-house. Collin Blank will be responsible for maintaining our website, and Lisa Long will take on the digital marketing side.

With the lease on our current office expiring at the end of October, Phil has been looking for a new location for approximately 18 months now. Karen Dulmage, from the office next door, has approached him several times, regarding her desire, to take over the entire building for her business. He has located an office space across the street from the Chamber building in Southern Pines, on New York avenue. We will go across the street and take a tour of the building at the end of the meeting and the board can vote on approving the move. The rent line of the budget was increased, for FY 21-22, in anticipation of moving to a new location., so the higher rent is not a problem. We will be renting out a couple of offices, as co-worker space, to Jeremy Lee, our male talent, for the Explore Moore video series.

Phil showed a few of the latest videos that we have done including the latest Explore Moore Segment: 5 Unique Places to Stay in Moore County. Also, a golf tips video with Nick Bradley and a video about Patrick Dougherty, the stick sculptor, featured in the June edition of PineStraw magazine.

Allied Reports-Linda Parsons

Member Parsons started by welcoming everyone to their new office space. The space continues to be a success. She said it was good to know that there may be collaborate workspace across the street, if the CVB does move there. The MCLI will start back with one class in August and another starting in January. Their programming will resume in the fall. They will hold a golf tournament in September, and a Business Networking Social on November 4th.

Chairman's Report-Tom Beddow

Chairman Beddow stated that he had thoroughly enjoyed serving on the CVB Board for the last 6 years. But he looks forward to staying busy with his other responsibilities. He said that his biggest disappointment, was that we have not gotten the occupancy tax increase passed, which is the next item on the agenda. In his opinion, we have left 1.8 million dollars on the table and could very well be voting at today's meeting, to fund some great new project, with the destination enhancement fund. He sincerely hopes that, in the near future, Member Miller and the committee working on this, will get it figured out, and it will be passed.

Chairman Beddow announced that Tom Pashley will be the incoming chairman. Member Little made a motion to approve Member Pashley as chairman, Member Parsons seconded it and the motion passed.

Unfinished Business-Occupancy Tax Increase

Member Miller gave an update on the committee meeting he attended regarding the room tax increase. He stated that originally the hoteliers on the board were not united in support of increasing the tax, but now they are, mainly due to the product development fund. He stated that we are interested in doing great things for the community. However, the issue that is preventing it from being passed, is that some of the municipalities, are wanting an appropriation, or annual annuity from the additional tax each year, instead of applying for grant money, to be used for tourism-related projects which the legislation requires.

He then stated that the board didn't feel we can do that from a legal standpoint, based on the guidance provided by counsel from the North Carolina Travel & Tourism Coalition. Some information from the Triangle J Council of Governments was sent out, which has indicated that this was an option. So basically, there is a stalemate between the board's position and the committee working on this, as to how to move forward. Member Miller stated since he represents the Board and the Board has not changed its position, he is not sure if there is anything else to meet about. He stated he would like to meet, so we could discuss, including the municipalities, and other leaders in the community on the Advisory Committee. Great things can be done with the Product Development Fund, and we look forward to doing great things for the community. The municipalities are welcome to work together to discuss their plans for grants each year.

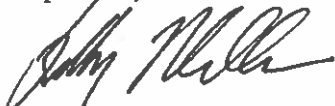
Member Quis stated that the first joint meeting was productive, interesting and everybody learned a lot. He said he feels there's still some misunderstanding about what certain people are expecting. He doesn't feel that the term allocation, that's being used, is appropriate or expected. He thinks there needs to be further meetings, on the issue, and asks for the board's patience and open-mindedness as the committee tries to figure this out. Further discussion ensued and nothing else was decided at this time.

New Business-Tour Proposed New Office Space

The board then moved across the street to look at the potential new office space, that Phil is asking them to approve for the CVB to move to. After everyone looked around the space at 155 W New York Ave, Ste 300, Southern Pines, Chairman Beddow entertained a motion for the CVB office to move to this location. Member Miller made the motion, Member McPeake seconded it and the motion passed.

With no further business, Chairman Beddow stated that the next meeting is scheduled for August 19, 2021. The meeting was adjourned at 6:00 p.m.

Respectfully submitted,



Kelly Miller, Secretary/Treasurer