



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

**Board Meeting
Thursday, May 12, 2022**

Members present: Tom Pashley, Kelly Miller, George Little, Matt Hausser, Bonnie McPeake, Frank Quis, Natalie Dean-Hawkins, Caroline Xiong

Not present: Andy Hofmann, Warren Lewis, Linda Parsons, Wayne Vest,

Staff present: Phil Werz, Donna Garner

The meeting was called to order at 4:01 p.m. by Chairman Pashley.

Chairman Pashley entertained a motion to approve the March 24, 2022 minutes. Member Dean-Hawkins stated there was a correction that needed to be made, in that the minutes from the March 24, 2022, meeting did not reflect that she was absent from that meeting. Member Miller made the motion to approve the corrected minutes, Member McPeake seconded it, and the motion passed.

Financial Report

Room Tax Collections:

The financial report was presented by Vice Chair Miller, in the absence of Secretary/Treasurer Hofmann. After the first nine months of the fiscal year (July-March), \$2 million in occupancy tax has been collected. Currently, we are on pace for a \$3 million year in collections, on a budget of \$2.3 million.

Expenditures:

We ended the month of March in a positive and strong financial position of +\$488,627 to budget when compared to the adjusted budget with year's budget amendments.

Statement of Financial Position (Balance Sheet):

Also, you were provided a copy of the Balance Sheet/Statement of Financial Position as of May 5, 2022. The balance sheet showed \$1.74 million in total assets, \$615,000 in total liabilities, for a total fund balance of a little more than \$1.1 million.

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

President & CEO Report-Phil Werz

Phil stated that the marketing committee met a couple of weeks ago, to go over the proposed marketing plan for the 2022-23 fiscal year. He then introduced Martin Armes, our Media One account representative, to give the full board an outline of the FY 22-23 marketing plan. Martin started his presentation with a review of the current year's outcomes: website traffic is up 34% year over year, there has been over a 20% increase in searches for the words Pinehurst and Southern Pines, and over 500,000 views on our YouTube channel and Connected TV had over 1.5 million impressions.

The campaign strategy that Media One has laid out for the 22-23 fiscal year incorporates the marketing plan that Chris Cavanaugh developed for us a few months ago, which includes supporting these destination pillars:

- Own all things golf.
- Promote outdoor activities.
- Celebrate small towns.
- Leverage authenticity.
- Build the appeal of non-golf activities.

Our goals for 2022-23 are to increase website traffic over last year, build awareness of the destination as measured by increases in keyword search volumes, grow organic traffic through the increased search volumes, database growth and more research & insights. The \$1,175,000 budgeted spending amount is to be broken up as follows: Digital/Social \$513,745 (43.7%), Video/TV \$394,000 (33.6%), Email \$220,900 (18.8%), Print \$45,555 (3.9%).

Phil then presented a slide showing some 2021 figures for NC Tourism Industry Pandemic Recovery that the Governor's office sent out. Total visitor spending was \$28.9 billion (45% inc 2020)-1% below record spent in 2019. Domestic visitor spending was \$28.6 billion (45.2% inc 2020). Visitors generated \$3.9 billion in federal, state and local taxes in 2021. Local tax receipts from tourism spending grew 26% to \$1.1 billion. Visitors spent >\$79 million per day in NC, adding \$6.4 million per day to state and local tax revenues (about \$3.1 million in local taxes). Each NC household saved an average of \$580 in state/local taxes because of tourism. NC hosted nearly 45 million visitors in 2021 (1.5 million in Moore County).

Local occupancy collections are still breaking records each month. Last fiscal year was the first ever year to reach over \$2 million in collections and this year looks to probably be over 3 million, if we continue to bring in the amounts we have seen thus far.

The 2022 U.S. Women's Open will be June 2-5th, which is just about 3 weeks away. It will be hosted at Pine Needles and preparations are well underway. Ticket sales are pacing well, above the 5- year average. 70,000 are expected to attend this event. The CVB sent out 76 promotional messages, which have favorably impacted the above average ticket sales for this event.

Phil updated the board on our new WRAL webcam, which is atop the Padgett Learning Center at the Pinehurst resort clubhouse. There are 4 different views that can be accessed with this webcam. Phil showed a screenshot he took of the sun setting over the clubhouse, which was a beautiful shot. This, as well as the Longleaf webcam, can be accessed from our website.

Next on the agenda is a Budget Amendment that the board needs to approve. This is basically a formality regarding the GASB87 policy on how leases are reported, effective for the 2021-22 fiscal year. It was supposed to be effective 2-3 years ago but was delayed due to covid. This budget amendment will not affect the dollar amount of our budget and is for a 5-year period. The dollar amount of the BA is \$300,00. Chairman Pashley entertained a motion to approve the budget amendment. Member McPeake made the motion, Member Miller seconded it and the motion passed.

Chairman's Report-Tom Pashley

Chairman Pashley just wanted to advise the board that next week the Administrative Committee would be getting together with Phil over lunch to conduct his annual performance review.

Allied Reports

Natalie Dean-Hawkins was the only allied report to be given today. She stated that her office is also seeing record numbers and project leads are up 57%. There is a lot of activity and interest in the area. She doesn't foresee a slowdown anytime soon, with 2 new plants coming soon to Liberty and Moncure which will provide around 9,200 new jobs. She also mentioned that her office has received 3 requests just this week regarding electric vehicle (EV) charging stations, which was a subject the board touched on at the last meeting.

Unfinished Business

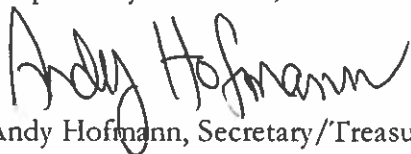
There was no unfinished business to discuss.

New Business

Chairman Pashley stated the need to clarify the board's stance regarding an email that was sent out by Laura Williams, Clerk to the Board of Commissioners, regarding the county's intent to have Representative Boles introduce legislation, which would mandate the CVB give money to the county, which would be divided up amongst the municipalities. Member Miller stated that he would like to make a motion that Phil prepare a letter to the Board of Commissioners stating the CVB's opposition to this. It was also suggested that the letter state the CVB Board is prepared to sit down and listen and discuss options for doing great projects for the county. Member Little seconded the motion. Discussion ensued regarding this topic, and Member McPeake stated she felt Member Quis was acting as a "rogue" member of the board, by doing this without the rest of the board's approval. That the CVB Board should act together, and she feels it's wrong. Member Quis respectfully disagreed with her statement, saying he was also a member of the Board of Commissioners, and as such was looking at the big picture. Chairman Pashley reiterated the CVB's position that we want to form a product development fund to be able to support big projects within the county and legally there is no basis for giving the municipalities a stipend from room occupancy tax money. When put to a vote, Member Quis abstained from voting, and the motion passed.

With no further business, Chairman Pashley adjourned the meeting at 5:01 p.m.

Respectfully submitted,



Andy Hofmann, Secretary/Treasurer