



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

**Board Meeting
Thursday June 22, 2023**

Members present: Tom Pashley, Kelly Miller, George Little, Matt Hausser, Andy Hofmann,
Warren Lewis, Natalie Dean-Hawkins, Caroline Xiong

Not present: Bonnie McPeake, Frank Quis, 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 May 1, 2023 minutes. Member Miller made the motion to approve the minutes, Member Little seconded it, and the motion passed.

Financial Report-Andy Hofmann

Room Tax Collections:

Through the last reporting month of April, collections for the first ten months of the fiscal year totaled \$2.5 million. The month of April marked 26 straight months of increased collections over the previous year. Compared to last April, we saw an increase in collections of 3.9%. Year-to-date for the first ten months of the fiscal year, we are pacing 7.1% ahead of last year. If the months May through June produce exactly what they did last year, we will end up close to \$3.2 million in collections.

Expenditures:

We ended the month of April nearly \$227,000 to the positive side of YTD budget. Overall, CVB financials are very strong, as we are pacing toward a \$3.2 million collections fiscal year on a budget of \$2.6 million.

Statement of Financial Position (Balance Sheet):

Also, you were provided a copy of the Balance Sheet/Statement of Financial Position as of June 14, 2023. The balance sheet showed almost \$3 million in total assets, \$956,000 in total liabilities, for a total fund balance of just more than \$2 million.

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

President & CEO Report-Phil Werz

Phil reported that the Room Occupancy collections for the month of April were an all-time high at \$397,479. For the months of July-April we have collected \$2,555,927. We are up 3.9% from last April. Our numbers are up 7.1% from July-April last fiscal year. Currently we are pacing towards a \$3.2 million fiscal year. We predict a rollover to the fund balance of approximately \$600,000-\$675,000.

We have now surpassed 700 short term rentals in Moore County. That is up 21% from last May. Pinehurst numbers are up 17%, and Southern Pines is up 30% since last May. The occupancy rate for short term rentals is around 55% and the average daily rate is \$316. We can now look at future bookings, as part of our AirDNA package, so for July-November, 1,764 rentals are booked out of the 3,500 inventory over the 5-month period. Discussion ensued among the board members, that they would be interested in seeing a comparison by rooms in the house, versus the entire house as a whole.

Phil announced that the countdown is on to the 2024 US Open in Pinehurst next June. There is a countdown clock on our website and we have a special landing page, which gives information for accommodations here, as well as several surrounding counties, due to the expected overflow to other parts of the state.

Phil showed a slide to the board of a change we are proposing for the Welcome to Moore County signs. We would like to add the phrase "The Home of American Golf" to these signs, which are along US Highway 1, as you enter into Moore County. Phil asked for the board's blessing, before moving forward with the project. Everyone agreed that they liked this idea. We will keep the board posted on this project.

Phil introduced Mabel Walden, one of the members of the One Time Project Fund Review Committee, who is in attendance at today's meeting. The other members of the committee include Matt Hausser, Warren Lewis, Sundi McLaughlin and Ben Owen. This committee met recently to meet each other, and Phil gave them an overview of this project, and what their duties will be, as part of the committee. Phil stated he has received some calls from people asking questions about the application process.

Phil gave everyone a poster advertising all the scheduled events for Peach Week. Some of these events include: Power Cars and Peaches at the Weymouth Center. There will be free peach ice cream. At 4 pm the ice cream truck will move to the Sandhills Bogeys game and will be giving out free peach ice cream there as well. We will be showing James and the Giant Peach at the Sunrise Theater. There is free admission as long as there is available seating. We will be sponsoring a Run Your Peach Off 5K run at the FirstHealth Fitness Center. A restaurant competition will be held, as well as many other peach themed events. We anticipate this to be a huge success.

The Pinehurst Barbecue Festival will be back for the third year. We told the organizers that we don't want to just sell tickets to this event but would like to sell packages, as we want people to come here, stay overnight and enjoy the Barbecue Festival. We ran a contest to win a VIP package to the barbecue festival and got over 4,000 entries in a database that we now can market to, for packages.

Phil gave the board on another initiative we're planning for 2024, which will be an Ag & Art Tour. This is patterned after something similar that SC does. It would be a 4-week program, and will be a great way of getting people to different parts of the county. There will be a kickoff fundraising dinner, and then each weekend there would be different artists at local farms, giving demonstrations.

With Tom Pashley's tenure as Chairman ending at the end of June, this is his last meeting as the chairman. Kelly Miller will move up to the Chairman position, Andy Hofmann will be the Vice Chair and now we need to make nominations for the Secretary/Treasurer position. Phil opened the floor up for nominations. Member Dean-Hawkins nominated Matt Hausser. Member Little made the motion to accept Member Hausser as Secretary/Treasurer, Member Miller seconded the motion, and the motion passed.

With Member Miller taking over as Chairman, he has requested changing the meeting day to earlier in the week, say on Mondays or Tuesdays. No consensus was made at this time, so future meeting dates will be determined.

Phil stated he will be going to the Open Championship in the UK the week of July 16th-22nd. He is joining a group from VisitNC and SC Tourism, on this trip, to promote golf in the Carolinas. Phil will be going as a representative, of our destination, as we prepare for the US Open here next year. He will be interviewed on Sky Sports, during the week, talking about golf in the Carolinas and specifically our area, and next year's US Open at Pinehurst No. 2.

Board Member Reports

Chairman Pashley stated he went to Las Angeles last week for the 2023 US Open. He anticipates next year's Open to be larger and more energized than this year's, as we anticipate larger crowds, due to a higher number of ticket sales. The Resort is busy getting ready and preparing the staff for the Open, as only about 1/3 of the current staff were here for the US Open in 2014.

Member Little brought up a subject he would like to address, which is a baseball stadium at Sandhills Community College. The SCC Board is very interested in pursuing this venture if they can find the funding to back it. In doing this, they would like to get a Minor League Franchise here in Moore County.

Member Dean-Hawkins reported that they are continuing to see an increase in new business leads. So far for the fiscal year they have received 86. Last year they received 71 and a "normal" year is usually around 40. One trend her office is noticing is an increase, in wanting to open indoor family entertainment and sports businesses.

Unfinished Business

There was no unfinished business.

New Business

There was no new business, and the meeting was adjourned at 5:10 p.m. The next meeting date will be determined, and announced later on.

Respectfully submitted,



Matt Hausser, Secretary/Treasurer