



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

**Board Meeting
Wednesday August 16, 2023**

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

Not present: Warren Lewis, Frank Quis, Natalie Dean-Hawkins, Wayne Vest

Staff present: Phil Werz, Donna Garner

The meeting was called to order at 3:02 p.m. by Chairman Miller.

Chairman Miller entertained a motion to approve the 6/22/23 minutes. Member Little made the motion to approve the minutes, Member Hausser seconded it, and the motion passed.

Financial Report-Andy Hofmann
Room Tax Collections:

The CVB concluded the 2022-23 FY with total collections of more than \$3.2 million. This represented an increase of 6% in hotel occupancy tax collections for the previous year. Collections have shown an increase year-over-year for each respective previous month for the last 28 months. With the 2024 U.S. Open set for the end of the current fiscal year and the momentum that event will create in advance, along with the opening of Golf House Pinehurst and the World Golf Hall of Fame, we anticipate incremental increases in collections, in the months ahead.

Expenditures:

We ended the month of June to close out the fiscal year in a positive and strong financial position of \$125,000. Once finance closes the books on the 2022-23 FY, about \$630,000 will go to the fund balance. Overall, yet another historic and exceptional year. Overall, yet another historic and exceptional year.

Statement of Financial Position (Balance Sheet):

Also, you were provided a copy of the Balance Sheet/Statement of Financial Position as of August 7, 2023. The balance sheet showed \$3.2 million in total assets, \$957,000 in total liabilities, for a total fund balance of a little under \$2.3 million.

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

President & CEO Report-Phil Werz

As we wrap up the old year and move into the new fiscal year, Phil outlined some goals that the CVB hopes to accomplish this year. These include: Achieve \$3.4 million in collections, increase the Room Occupancy Tax Rate to 6%, U.S. Open Prep, replace icontact and Simpleview with Hubspot, increase email database to 100K+, consider AI benefits, launch new website, rollout Wander mapping app, hire a 2nd videographer, Sports Tourism, 10% increased social edmia, staff continuing education, and a new creative campaign.

Phil stated we did a research project with VisitNC. Our destination image scores ranked well for idyllic, historic, vibrant and serene. He showed several slides that outlined our scores based against other counties in NC, as well as Kiawah Island, SC. We scored remarkably well for a destination that is in the middle of the state, without the beach or mountains, as a draw. No surprise that golf is a major factor, for visitors to come here. We scored less in categories related to being progressive and artsy. Overall, 86% of respondents reported having a positive experience here.

We have collaborated with Paradise Advertising to produce small creative project for a brand refresh, which hasn't been done since right after Phil first arrived here. One of the key aspects of this new creative content is using the word Moore in the verbiage, where you would normally use more. Also, in the golf-related ads, they used a standard bearer to list items that they want to highlight. These can also be used as links to click on, which take the user to specific areas of the website.

Next Phil gave a recap of Peach Week, which was a great success. There was very positive feedback as well as several ideas for future events. We have ideas for a Fall Pinecone Pathways project and more information will be forthcoming. He also touched on the upcoming Barbecue Festival and the Carolina Christmas Train. He then showed a video we produced, to promote the Christmas train.

The deadline for the One Time Project Fund grant applications is 5 p.m. this Friday, August 18th. We have received a couple so far, and have a couple more we know of, that will be coming. The Review Committee is scheduled to meet on September 8th, and the goal is to present their recommendations, at the next Board Meeting, on October 24th.

Lastly, Phil introduced Courtney Stiles, Executive Director of First Tee of the Sandhills. She gave a presentation of a project, they are trying to obtain funding for, to build a permanent regional facility here, to serve Moore and surrounding counties. First Tee is an organization that teaches children golf as well as other life skills, to help them give back to their communities. This project is set to be completed in phases and they are seeking funding sources for the beginning phase. Currently they are looking for a tract of land, to purchase, to build the facility on. She shared with the board, a design plan of what they envision for this project. She is making this presentation to the board, to collect feedback, both good and bad, from key members of the community.

Board Member Reports

Member Parsons reminded everyone of the Duke grant program. Employers with under 100 employees are eligible to apply for small business grants. The application period ends on August 31st. There are two fall conferences they are working on. The first one, Emotional Intelligence, will be on September 22nd, and the second one is, How to Work With 5 Generations in the Workplace, and is on October 11th. Their collaborative workspace continues to exceed expectations, and has already surpassed the budgeted amount for the year.

Unfinished Business

There was no unfinished business.

New Business

Chairman Miller stated that the Board needed to go into executive session to discuss a personnel matter. He entertained a motion to go into closed executive session. Member Little made the motion, Member McPeake seconded it, and the motion passed.

After the Board returned from closed session, Chairman Miller stated the next meeting will be October 24, 2023, and the meeting was adjourned at 4:22 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Matt Hausser", followed by a horizontal line extending to the right.

Matt Hausser, Secretary/Treasurer