



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

**Board Meeting  
Tuesday October 24, 2023**

Members present: Kelly Miller, Andy Hofmann, Matt Hausser, Tom Pashley, George Little, Bonnie McPeake, Linda Parsons, Warren Lewis, Frank Quis

Not present: Caroline Xiong, Natalie Dean-Hawkins, Wayne Vest

Staff present: Phil Werz, Donna Garner

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

Chairman Miller entertained a motion to approve the 8/16/23 minutes. Member Pashley made the motion to approve the minutes, Member Quis seconded it, and the motion passed.

**Financial Report-Andy Hofmann**

**Room Tax Collections:**

With two reporting months into the new 2023-24 fiscal year, the CVB has collected \$566,000 in hotel occupancy tax. This represents an increase of 6% in hotel occupancy tax collections compared to the previous first two months of last year. Collections have shown an increase year-over-year for each respective previous month for the last 30 months.

**Expenditures:**

We ended the month of August flat to our year-to-date budget projections based on expenditures.

**Statement of Financial Position (Balance Sheet):**

Also, you were provided a copy of the Balance Sheet/Statement of Financial Position as of October 18, 2023. The balance sheet showed nearly \$2.9 million in total assets, \$743,000 in total liabilities, for a total fund balance of \$2.1 million.

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

### President & CEO Report-Phil Werz

Phil opened with updated room occupancy collection totals. Room occupancy collections thus far for 2023-2024 are up 8.6%. Our unofficial number for September is \$351,540 which is up 13.3% from last year. Short term rentals for September are \$81,784 which is 23.2% of total collections.

Smith Travel Research data shows that for September 2023 our occupancy is up a percentage point and our average daily rate is up 17.9% over September 2022. In travel trends, data shows that consumers plan to spend about the same, as last year, on travel this holiday season. And their main motivation for leisure travel is to spend time with immediate family.

Phil gave a brief overview of the One Time Project Fund review committee and process before turning the floor over to committee chair Matt Hausser. Matt stated that there were a total of 10 applications received. He said that the committee worked well together, and unanimously voted to give funding to the following six projects:

- Town of Cameron-Memorial Park Revitalization and Mural Creation (\$54,000)
- Weymouth Center-Site improvements (\$57,000)
- Sandhills Community College-Lighting Project for Sandhills Bogeys Baseball Complex (\$75,000)
- Town of Southern Pines-Carriage House event space inside Whitehall Tract (\$185,000)
- Town of Southern Pines-New Skate Park (\$200,000)
- Town of Aberdeen- Enhancements for sports tourism at Ransdell Sportsplex (\$250,000)

After going over the list of recipients and brief discussion, Chairman Miller asked if there was a motion to accept the committee's recommendation to award these grants. Member Lewis made the motion, Member McPeake seconded it and the motion passed.

### Board Member Reports

Member Parsons said the Duke Energy grants would be awarded in a couple of weeks, and they have received a significant number of requests. There continues to be a waiting list for collaborative users. Also, they are in the process of hiring a Development Director.

### Unfinished Business

Member Quis stated that to revisit the subject of an increase in the room occupancy tax rate, that the Board of Commissioners would likely want to know how an increase would be spent. So, if the CVB Board will draft a letter to the Commissioners, outlining this, they will take up the issue again. It was decided to discuss this in more detail at the next meeting.

### New Business

There was no new business.

Chairman Miller stated that the next meeting will be December 11, 2023, and the meeting was adjourned at 4:40 p.m.

Respectfully submitted,



Matt Hausser, Secretary/Treasurer