



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

**Board Meeting
Tuesday June 24, 2025**

Members present: Kelly Miller, Tom Pashley, Bonnie McPeake, Andy Hofmann, Matt Hausser, Linda Parsons, Natalie Dean-Hawkins, Warren Lewis, Caroline Xiong

Not present: Wayne Vest, Nick Picerno, Pat Molamphy

Staff present: Phil Werz, Donna Murphy

The meeting was called to order at 4:00 p.m. by Chairman Miller.

Chairman Miller entertained a motion to approve the March 19, 2025, minutes. Member McPeake made the motion to approve the minutes, Member Lewis seconded it, and the motion passed.

Financial Report-Matt Hausser

Room Tax Collections:

For the first ten (10) months of the 2024-2025 fiscal year (July-April), lodging occupancy tax collections are slightly under \$3 million (\$2.99M). This represents an increase of 5.4% from the same 10 month period as last fiscal year. Based on preliminary May collection numbers combined with the Last non-US Open June collections, we anticipate finishing the 2024-25 fiscal year between \$3.6-\$3.7 Million in collections. Exactly what we forecasted and budgeted.

Expenditures:

Based on the latest financial report for April, the CVB remains in a strong financial position as budgeted revenues exceeded expenditures by \$281,000, mostly offset by \$450,000 set aside in the current fiscal year designated fund balance included in the operating budget.

Statement of Financial Position (Balance Sheet):

Also, you were provided with a copy of the Balance Sheet/Statement of Financial Position as of June 18, 2025. The balance sheet showed a little more than \$3 million in total assets, \$656,000 in total liabilities, for a total fund balance of a little more than \$2.4 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:

In addition to the information in Matt's financial report, Phil stated that with preliminary numbers we have accessed from the county, we anticipate collections for May being around \$425,000, which puts this May as the 4th best month of all time. This will put us at total collections of \$3.42 million for July-May. Year to date we're up 6.6%.

Per information obtained from our AirDNA reports for May, there was \$3.2 million in revenue, which indicates about 22% of our room tax is coming from short term rentals. In May there were 814 available listings, with 769 bookings. There's been a 1.2% increase in listing year over year, with a 21.8% increase from 2023. Most consumers are choosing the option of the upscale price tier when booking, and Thursday through Saturday is when the majority of bookings occur. Discussion ensued regarding how information is presented to the board of how much tax is remitted per entity, and it was mentioned that general statute prevents that information from being distributed. A request was made of Finance, to provide additional reporting formats going forward, breaking the entities into categories such as hotels, resorts, short term rentals, etc.

We're currently working with Media One, as well as a company called Tempest to build a new website for us. Our current one is very outdated and needs to be brought up to modern times. A couple of their colleagues came down from Philadelphia for a site visit to the destination, and were blown away by all there is here besides golf. They are very excited about the project and we look forward to launching the new website by March 1, 2026.

We're also working with the Clean Agency out of Raleigh that's producing the "Home" campaign. We hope to do a presentation at the September meeting before we launch it. There's going to be a big video shoot July 10th through 14th all around the county, working with several places including Pinchurst Resort.

Our 3rd year of Peach Week is coming up July 18th through the 27th with lots of restaurants, specialty shops and food trucks participating. There has been a lot of interest from people, and many have contacted us wanting to be included. This year a new concept is a peach stamp card. If you go to 5 different places and get 5 stamps, and fill up the card, you will be entered into a drawing for a \$250 gift card.

With the end of the current fiscal year coming up, it's time to elect new officers. The floor was opened up for nominations. Member McPeake nominated Andy Hofmann for Chair, Member Lewis seconded it and it was approved. Next, Member Hofmann nominated Matt Hausser for Vice Chair, Member Parsons seconded, and it was approved. For Secretary/Treasurer Member Hausser nominated Pat Molamphy, Member Lewis seconded, and it was approved.

In the 25-26 fiscal year budget, the county decreased the 401k employer contribution rate from 3% to 2.5%. During the CVB budget preparation, we decided to keep ours at the current 3% rate, and this was presented to the board at the March meeting and was approved in the budget adoption. Since we are a component unit of Moore County and follow their policies, they need us to formally vote to approve keeping the 401k rate at 3%. Member Parsons made the motion to keep the 3% 401k rate, Member McPeake seconded the motion, and it was approved. Also, in the adopted budget for FY 25-26, there was a 4% increase approved for employees, with 3% being paid as a COLA in the first paycheck of July, and the additional 1% as a holiday bonus in December. An updated budget ordinance will be submitted.

Next, Phil mentioned the One Time Project Fund 2.0, which is the new grant program that was agreed upon at the March meeting. This is going to take \$1 million from our fund balance and give out grant(s) to approved tourism related projects within the county. The application period will open on July 7th and run through September 12th. Phil wanted to get clarification from the board on the dates and project amounts, before the official press release and application is made public.

Board Member Reports

Natale Dean-Hawkins: Her organization continues to work with the airport on getting commercial air service.

Linda Parsons: The Chamber continues to do a lot in the workforce development area. There will be a military event on July 9th at BHawk. There's a talent symposium scheduled in the fall.

Tom Pashley: Tomorrow the pro-shop at the Sandmines will be opening. The restaurant is scheduled to open in the fall. So far seven of the nine cottages on #8 are open and have been very well received.

Bonnie McPeake: They hope to have the new hotel open in November. She has purchased land in downtown Southern Pines, with plans to open a boutique hotel, which will be a Tapestry by Hilton, and there will be several retail spaces available as well.

Kelly Miller: They are very excited to be partnering with a company called Marine Hotels to update and Enhance the hotels at both Mid Pines and Pine Needles.

Unfinished Business

There was no unfinished business.

New Business

There was no new business.

Chairman Miller stated there was a matter to be discussed in executive session, so he asked for a motion to do so. Member McPeake made the motion, Member Pashley seconded it, and the motion passed.

After the executive session ended, the date of September 22, 2025 was selected for the next meeting. Member Parsons made a motion to adjourn the meeting, Member McPeake seconded it and the motion passed.

Respectfully submitted,



Matt Hausser, Secretary/Treasurer