



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

**Board Meeting  
Monday, September 22, 2025**

Members present: Andy Hofmann, Kelly Miller, Tom Pashley, Bonnie McPeake, Matt Hausser, Nick Picerno, Natalie Dean-Hawkins, Pat Molamphy, Caroline Xiong

Not present: Wayne Vest, Warren Lewis, Linda Parsons

Staff present: Phil Werz, Donna Murphy

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

Chairman Hofmann entertained a motion to approve the June 24, 2025, minutes. Member Miller made the motion to approve the minutes, Member Molamphy seconded it, and the motion passed.

**Financial Report-Pat Molamphy**

**Room Tax Collections:**

The 2024-25 FY concluded with \$3.77 million in occupancy tax collections, down 3.9% from the previous fiscal year, which included the 2024 U.S. Open. However, when compared to the previous non-U.S. Open fiscal year, we were up 16.8%. For the first month of this fiscal year (July), we collected \$308,388, which is up 2.3% from the previous July.

**Expenditures:**

Based on the latest financial report for July, as is the case with the start of each fiscal year, we are over budget temporarily by \$306,000, as we encumber the funds for MediaOne and annual dues and subscriptions we pay to start the fiscal year. As always, we anticipate the budget balancing, as we progress into the fiscal year.

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

Also, you were provided with a copy of the Balance Sheet/Statement of Financial Position as of September 15, 2025. The balance sheet showed a little more than \$3 million in total assets, \$660,000 in total liabilities, for a total fund balance of \$2.4 million.

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

**President & CEO Report-Phil Werz:**

We ended the 2024-2025 fiscal year with \$3,778,436 in collections, which is down from last FY. However, in comparison of the 2022-2023 fiscal year, which was the previous non U.S. Open year we are up by 16.8%. Room occupancy collections have steadily increased 23.5% over the last 5 years, post covid. Collections for July 2025 are up 2.3% over July of 2024. The county finance office has included a new data breakdown of 4 categories of Room Occupancy Tax remitters. They are resorts, premier select service hotels, all other hotels, and short term rentals. The first month we have this data is June 2025, and we feel this information will be beneficial going forward.

Phil went over the recently released 2024 Visitor Spending Data from VisitNC. In 2024, visitors spent \$859.2 million in Moore County, which is 6.7% higher than 2023. This represents a tax savings to Moore County residents of \$546.46. We are the 10<sup>th</sup> highest tourism economy in NC, and our goal is to reach \$1 billion in visitor spending for 2029.

The new Amazon Web Services facility that is coming to Richmond County will certainly have both short- and long-term impacts, for Moore County. Crews are mobilizing now, and construction is set to begin in the 2<sup>nd</sup> quarter of 2026. There will be 20-22 buildings and the first 6 are scheduled to be completed by 2027. The hotel room need will be 2,000/week for the next 7-10 years.

Phil advised the board on a matter he feels needs to be addressed in the future, which is our destination missing out on revenue from large groups/conventions/meetings. This is due to there not being a suitable meeting/event venue in the area, to accommodate these larger groups. Over the past few years he's noticed the number of inquiries for such group events, and there not being anywhere that can provide the space needed, and the focus being on drawing primarily golf business. He wasn't seeking any action to be taken on this subject but merely wanted to provide this for their information and consideration.

We have found the name Convention and Visitors Bureau is confusing, cumbersome and outdated and would like to join the trend of rebranding our name to Visit Pinehurst, Southern Pines, Aberdeen. Phil cited several destinations nationwide, where this has been done. Per the CVB attorney, no legal filing would be necessary, and we plan to launch March 1, 2026.

With the grant application period closing on September 12, 2025, Phil stated we received 14 applications totaling requests of \$2.2 million. The committee will meet soon, to begin the process of making their recommendations for the recipients, which will be presented at the December meeting.

The America 250 celebration will be in 2026 and we plan on commissioning 2 different commemorative coins to be given out as prizes. There will be one with Chief Justice Alfred Moore, who is Moore County's namesake, as well as one with the House in the Horseshoe. We may consider providing some of the coins to the House in the Horseshoe for them to sell to offset costs and daily maintenance of the grounds and facility.

As for our marketing efforts, we have developed a new Arts and Events newsletter that we are deploying monthly to a portion of our database. Separately, our latest partnership with Our State magazine includes a 12-month campaign with each month focusing on a different non-golf related topic. The latest is a foodie escape called "A Chef's Guide Moore County." This will reach the Our State database of 125,000. Elsewhere, the Sunrise Theatre will hold a music event on October 11, 2025 called MoCo Rising. We're working to elevate the music scene in Moore County, and have also met with officials from the North Carolina Music Office to discuss the possibility of holding a regional music festival, in the next year. The World Golf Hall of Fame will have a 12-month exhibit of Payne Stewart, which will be on display through September 13, 2026. October 18, 2025 is Great Trails State NC Day and once again we will be hiding 30 pottery pinecones on several trails throughout the county. These pinecones are made by local potter Crystal King. We are planning to work with local artists to create

displays of the word HOME to coincide with our new “home” marketing campaign the Clean agency is currently working on. These will be great photo ops for visitors. Phil showed the board a video which will be added to the Carthage Mural Trail, of the newest mural in Carthage. This mural depicts the history of Pinkney High School. There will be dedication ceremony on October 9, 2025 in downtown Carthage.

Today’s meeting marks the end of an era for the CVB Board, as we recognize this as member Bonnie McPeake’s last meeting. She is stepping down from her seat after 38 years and being a founding member of the board. Phil showed a farewell video we created for her and presented her with a pottery vase made by potter, Ben Owen III, and engraved with the McPeake Hotels logo. As the entity, with the second highest number of rooms in the county, her hotels have a permanent seat on the board, which will be filled by her daughter, Christa Gilder.

### **Board Member Reports**

Natalie Dean-Hawkins: Her organization is currently working on an entrepreneurial summit, and continues to work with the airport on getting commercial air service.

Tom Pashley: The resort’s newest restaurant, Station 21, located at the Sandmines opened recently, and has been very successful. They plan on starting construction of the Pinehurst No. 11 course soon with completion expected in the fall of 2027.

Bonnie McPeake: They hope to get the certificate of occupancy on their new Marriott hotel (Courtyard by Marriott), by late October, so everything is going as planned for the opening.

Kelly Miller: Mid-Pines closed earlier than originally planned, for the renovation, and looks to be ready to re-open in 2026.

Matt Hausser: No report.

Pat Molamphy: NCDOT is working on a “carve out” to allow the blue informational signs on U.S. 1 for the USGA/World Golf Hall of Fame. There’s a regulation that states there’s to be no mowing around the traffic circle for 30 days prior to an election and they are working on a “carve out” to allow that as well. He stated that RDU is working on getting direct flight service to Ireland.

Nick Picerno: The county is looking at possible future water sources and is currently considering Crystal Lake as an option. The Board of Commissioners has been working on cleaning up some project funds and freeing up unused monies that can be allocated elsewhere.

### **Unfinished Business**

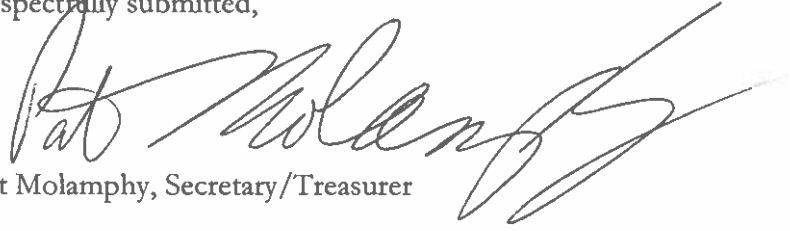
There was no unfinished business.

### **New Business**

Member McPeake wished to express her feelings on the recent publicity of the Moore County School Board, applying for a CVB grant to use for turfing the Union Pines football field, and possibly the North Moore field as well. She stated she doesn’t feel this project meets the criteria for the grant, and wanted to caution the committee of possible repercussions of bestowing grant money towards this endeavor as such action would be a violation of the legislation that governs how the CVB is operated and how visitor taxpayer dollars are mandated to be spent.

Chairperson Hofmann announced the next meeting date will be December 9, 2025, with location to be determined. Member McPeake made a motion to adjourn the meeting; Member Miller seconded it and the motion the passed. The meeting was adjourned at 5:25 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Pat Molamphy". The signature is fluid and cursive, with the first name "Pat" being more distinct than the last name "Molamphy".

Pat Molamphy, Secretary/Treasurer