PINEHURST
SOUTHERN PINES
ABERDEEN AREA
Home of American Golf

Visit Pinehurst, Southern Pines, Aberdeen Area

Board Meeting
Monday June 29, 2026

Members present:	Andy Hofmann, Tom Pashley, Christa Gilder, Matt Hausser, Nick Picerno, Natalie Dean-Hawkins, Linda Parsons, Pat Molamphy, Warren Lewis, Caroline Xiong
Not present:	Wayne Vest, Kelly Miller
Staff present:	Phil Werz, Donna Murphy, Melissa Holt

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

Chairman Hofmann entertained a motion to approve the March 25, 2026, minutes. Member Pashley made the motion to approve the minutes, Member Lewis seconded it, and the motion passed.

Financial Report-Pat Molamphy

Top line revenue continues to exceed the forecasted income, 15.6% ahead of budget ($602,617). Other items of note: Grant program is $58,500 below budget due to Sunrise Theater opting for a smaller grant. Media production costs below budget by $45,343. Phil has advised that $42,000 will be used for a Trail Guide this fall, in coordination, with Our State magazine. Overall expenditures are below budget by $398,507 or right at 7.5%. The fund balance is around $1.7 million.

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

President & CEO Report-Phil Werz:

Room Tax Collections are right on target, for the predicted amount of the January budget amendment, which increased our operating budget, for the second half of the fiscal year, due to the tax rate increase. Right now, for FY 25-26 collections are at $4.6 million and we still have May and June amounts to be added to that. The Tourism Product Development Fund is accumulating nicely, and we project to have $3.5-$4 million in it by the end of the 26-27 fiscal year.

The next item is the Memorandum of Understanding that was signed last year, stating we would not contribute to the $3 million MRG (minimum revenue guarantee), being raised, in hopes of getting commercial air service back to the Moore County Airport. At their May 5th meeting, the Moore County Commissioners voted 3-2 to now allow us to contribute $300,000 to the MRG. Phil made it clear that this was initiated by the Commissioners, and not by us, as we fully planned on honoring the MOU we signed. He stated he wanted to open this topic up for discussion, and ultimately vote on if we want to contribute $300,000 to the MRG. Discussion ensued and there was really no opposition to us contributing this money, however there was confusion, as to the status of the MOU, as well as consternation of it having to be signed at all. Chairman Hofmann asked if there was a motion to approve contributing $300,000 to the MRG. Member Pashley made the motion, Member Lewis seconded it, and with a roll call vote, it passed 7-1, with Member Picerno being the one no vote.

Cassandra Gilbertson joined us via Zoom, to present the board with results of a study conducted she prepared for Destinations International – the 2025 Futures Study. She offered insight into the study and how our destination may benefit from worldwide and U.S. trends in the tourism industry. Gilbertson remarked how unique our destination is given we are a globally recognized golf destination. She added that the tourism bureau has been doing a remarkable job with its marketing to appeal to golfers and non-golf/leisure interests. After her presentation a Q&A session ensued before wrapping up the conversation about how we can best leverage our brand in future years in order to appeal to the next generation of visitor to the destination.

Next, Phil brought up the proposal of us spending as much as $50,000, to conduct a feasibility and economic impact study on whether we should pursue building a conference/convention center here. He stated that in the past few years, there's been many instances of groups contacting us regarding conferences and conventions, but we really have no availability here to accommodate large groups. There was discussion, as to if we should limit a study to just a convention center or should we broaden the scope of the study to determine what type of large-scale project is needed/wanted here. It was determined that the TDA will pursue a Destination Master Plan and start the process of conducting a study that will assess the future needs of the destination in terms of tourism product development.

Phil spoke about a new grant plan that he's proposing, called T.E.A.M. (Tourism Enhancement and Area Marketing) grants. It would be a total of $250,000 and we issue smaller amount grants to non-profits, governmental organizations, municipalities and large multi-day events. The board was in favor of going ahead and authorizing the $250,000 for this grant program. Member Lewis made the motion, Member Molamphy seconded it and the motion passed. A grant committee was formed of Warren Lewis, Natalie Dean-Hawkins, and Linda Parsons.

He quickly highlighted some things we have going on. The inaugural Home of American Golf Cup Tournament was recently held and was a huge success. There's already been much interest in next year's event. Peach Week is coming up soon and we're in full swing planning the events for that. Also, we will be co-hosting a big concert and drone light show in September to celebrate America's 250th anniversary. More information will be forthcoming.

Board Member Reports

There were no Board Member reports.

Unfinished Business

There was no unfinished business.

New Business

There was no new business.

The board went into closed session. The board returned from closed session, motion made by Member Lewis, seconded by Member Hausser to approve a contract for Phil Werz.

The next meeting is scheduled for September 22, 2026, and the meeting was adjourned at 5:58 p.m.
Note: Member Hawkins left the meeting at 5:42 pm

Respectfully submitted,

Pat Molamphy, Secretary/Treasurer