



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

**Board Meeting
Tuesday, December 9, 2025**

Members present: Andy Hofmann, Kelly Miller, Tom Pashley, Christa Gilder, Matt Hausser, Nick Picerno, Natalie Dean-Hawkins, Linda Parsons, Caroline Xiong

Not present: Wayne Vest, Warren Lewis, Pat Molamphy

Staff present: Phil Werz, Donna Murphy, Melissa Holt

The meeting was called to order at 4:00 p.m. by Chairman Hofmann. Chairman Hofmann welcomed our newest member, Christa Gilder, who has replaced Bonnie McPeake, on the board.

Chairman Hofmann entertained a motion to approve the September 22, 2025, minutes. Member Miller made the motion to approve the minutes, Member Hausser seconded it, and the motion passed.

Financial Report-(Presented by Matt Hausser in Secretary/Treasurer Molamphy's absence)

Attached you will find the October 2025 year to date financial report. The high-level summary is that the year-to-date financial results are in very good shape.

Items of note:

1. Year to date gross room tax trending 5.65% ahead of budget.
2. Year to date admin costs trending 7.5% over budget, mainly due to timing of annual dues and Subscriptions, and will trend back to budget as the year progresses.
3. Overall Total Advertising 13.5% over budget, again strictly a timing issue on quarterly digital marketing buys and will trend back to budget over the rest of the year.

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

President & CEO Report-Phil Werz:

Phil turned the floor over to Member Pashley to discuss the One Time Project Fund 2.0 grant applications that are recommended for funding. Member Pashley stated that the committee met on a couple of separate occasions. The committee carefully reviewed 13 eligible applications representing more than \$15 million in total project investments, and over \$2 million in funding requests. The committee felt that all the projects had great value, but no one stood out as a greater value for tourism than the others. Also, they decided that no single entity could receive funding for multiple projects.

They also created 3 tiers of funding amounts: \$120,000, \$100,000, and \$75,000. So depending on the requested amount and the size of the project, it fell into one of those 3 tiers. After careful consideration, the list of recommended projects for funding is as follows:

Entity	Project Summary	Total Project Cost	Requested Match	Approved Match
Moore County Schools	UP Turf Field	\$1,200,000	\$600,000	\$120,000
Town of Aberdeen	Auditorium Renovations	\$590,000	\$285,000	\$120,000
Moore County Airport	New Aviation Terminal	\$10,000,000	\$250,000	\$120,000
Weymouth Center	Accessibility Improvements	\$264,700	\$132,250	\$100,000
Sunrise Theater	Seating Replacement	\$241,074	\$120,537	\$120,000
Arts Council of Moore County	Campbell House Addition	\$1,500,000	\$100,000	\$100,000
First Tee of the Sandhills	New Facility Development	\$595,000	\$100,000	\$100,000
Town of Robbins	Ellie Jean Play Park	\$200,000	\$100,000	\$75,000
Sandhills Community College	Horticultural Gardens	\$183,940	\$91,970	\$75,000
Village of Pinehurst	Fair Barn Improvements	\$170,000	\$85,000	\$75,000
Sunrise Theater	Lobby Renovation	\$134,000	\$67,000	\$0
Sunrise Theater	Sound & Light Upgrade	\$127,000	\$63,500	\$0
Village of Pinehurst	Airport Road Connector	\$475,000	\$100,000	\$0
Totals		\$15,680,714	\$2,095,257	\$1,005,000

During discussion of this recommendation Member Gilder stated she has concerns about funding for Moore County Schools request of the UP Turf Field. She said there's more than one school, and she doesn't see how this project will result in additional room nights. In response, Member Picerno, gave the example of a big concert called Unity Fest, that's been held at the Union Pines field for a few years, and this year, was moved out of Moore County, because of the cost of trying to protect the field from being damaged. Whereas, if the field was turfed, that wouldn't have been an issue. As further discussion ensued Member Gilder asked if they would vote on each project individually, and Member Pashley stated it would be a vote on them as a whole. Member Picerno made a motion to approve the recommended list as presented, Member Miller seconded it. Member Gilder abstained from the vote and the motion passed.

Phil moved on to his presentation, and stated that for Room Occupancy Collections July through October, we've collected \$1,531,995 and we're up 7.5% year over year. The month of October was the third best month of all time.

The next item on the agenda is a request by the Airport and Economic Development, for the CVB to be a pass-through entity for the Minimum Revenue Guarantee funds required to obtain commercial flight service, at the Airport. Member Hawkins explained that they have several potential donors and need someone to hold these funds, as doing so would jeopardize Economic Development's tax exempt status. And the Airport can't do it because of it interfering with potential grant funding they plan to apply for. Member Hawkins was not looking for a formal vote today on the topic, but merely a nod of approval from the Board. However, during discussion it was stated there was a contract that needed to be signed and the topic of the Board being held "liable" in some way for the funds and also the mention of accountability reporting that would be required raised several questions. After more discussion, it was decided that more information was needed, and it would be revisited at the next meeting.

In anticipation of the Room Tax Rate being increased to 6% on January 1, 2026, Phil is seeking the Board's approval of a budget amendment for the second half of the fiscal year to incorporate the additional funds. He is asking for an increase in our operating budget by \$1,292,200, which required

by our legislation, must be spent on marketing. He provided a list of planned expenditures for these added funds. Member Miller made a motion to approve the budget amendment, Member Pashley seconded it and the motion passed.

As another piece to the increase of the Room Tax Rate, there needed to be a separate fund set up by Finance, for the 1/3 Product Development Fund. This sub fund will be Fund 261, and a statement to that effect will be added to our Budget Ordinance. Member Pashley made a motion to approve this new fund and amend the Budget Ordinance, Member Miller seconded it, and the motion passed.

Phil then gave a brief overview of the results of the destination survey we recently conducted with Media One. The survey had 60 questions and was sent to 130,000 from our database. There were more than 1,700 responses. 30% in state, 21% regional, 46% other U.S. States and 3% international. 79% of the respondents were male, and 21% female, and 71% had household income of over \$100,000. Overall the feedback was very positive. More information of the results will be sent to all the board members.

Next, Phil updated the Board on a cool partnership we have been doing with Go Pro. This has been Our most significant marketing opportunity to date. It started in June 2025, and has given us 2 million impressions over the summer, over multiple platforms. This will add 15,000 to our database, and we'll have ownership of all campaign assets. Phil showed a video of one of the Go Pro spots.

Board Member Reports

There were no Board Member reports.

Unfinished Business

There was no unfinished business.

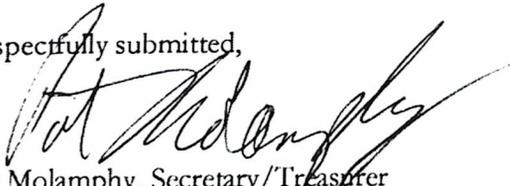
New Business

There was no new business.

The next meeting is scheduled for March 24, 2026, and the meeting was adjourned at 5:12 p.m.

Note: Member Parsons left the meeting at 4:25p.m.

Respectfully submitted,


Pat Molamphy, Secretary/Treasurer