



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

**Board Meeting
Wednesday March 25, 2026**

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

Not present: Wayne Vest, Pat Molamphy

Staff present: Phil Werz, Donna Murphy, Melissa Holt

The meeting was called to order at 4:05 p.m. by Chairman Hofmann.

Chairman Hofmann entertained a motion to approve the December 9, 2025, minutes. Member Pashley made the motion to approve the minutes, Member Miller seconded it, and the motion passed.

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

Top line revenue ahead of budget by 2.2%. Total occupancy tax collections through January (first 7 months of the FY) are nearly \$2.2 million. On January 1, 2026, the county lodging occupancy tax rate increased from 3% to 6. Also, as of January 1, the county finance office is reserving one-third of collections and placing it into a special sub-fund to be used for Tourism Product Development. That first month sub-fund amount was a little more than \$86,000.

Marketing expense variances can be attributed to the timing of the purchases. If we take out an unfilled salary position and the contingency, we are 6.3% under the spend plan for Marketing. After discussions with Caroline Xiong, I am confident we are getting the interest on our cash funds, although we don't have a line item for interest income yet.

Also, you were provided with a copy of the Balance Sheet/Statement of Financial Position as of March 16, 2026. The balance sheet showed a little more than \$2.3 million in total assets, \$584,000 in total liabilities for a total fund balance of \$1.7 million.

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 opened his presentation by mentioning that Pinchurst won an award from Southern Living Magazine for Best Golf Destination in the South for 2026.

Phil turned the floor over to Martin Armes of Media One, to give an overview of the FY 26/27 Marketing Plan. In the new year, highlights of the marketing budget include:

- Female focused Golf.com video series.
- Conde Nast Travelers & Bon Appetit full page ads/email blasts. (Carolinas)
- Travel & Leisure ad (East Coast)
- Garden & Gun email blasts/digital ads
- The Local Palate Guide: Taste & Travel email blasts
- Our State Magazine “Home” content series (Home Grown, Home Cooked, Home Stretch, Home Brewed, Home Spun, Home for the Holidays, Homecoming, Home Style, Home Made, Home Turf, Home Base, Home Run)
- Small Meeting campaign
- AI Personas campaign
- High-impact Video Ads
- More creative sets on social ads
- New leisure ads for Premium CTV
- Pause ads for Netflix, Paramount, Amazon, & YouTube

The total budget of \$2,400,000 will be split 56.5% for golf, 37.4% leisure and 6.1% food & drink. Martin showed slides of the different media outlets that would be used and the highest dollar amount for golf will be spent with Golf.com, and the highest dollar amount for leisure will be spent with Our State.

The FY 25/26 Occupancy Tax Collections for July through January are \$2,198,283, which is 9.6% increase for the same time period last fiscal year. As mentioned in the financial report, the occupancy tax rate increased from 3 to 6% on January 1, 2026. The total collections for January were \$262,915, which was split \$176,153 for marketing and \$86,762 for the Tourism Product Development Fund.

Phil updated the board on a local marketing campaign for commercial flight service in Moore County. We have paid for a video and marketing materials, to be distributed locally to garner support from the community, for the revenue guarantee, in order to move forward, with signing with an airline to do this.

At the December meeting, the board voted to approve grants for the One Time Project Fund 2.0. There were 10 grants awarded, one of which was to the Sunrise Theater, for replacement of seats, in the amount of \$120,000. They had also applied for 2 other projects: Lobby Renovation and Sound & Light Upgrade. In their discussions on the awarding the grants, the committee decided to award one grant per entity and awarded the highest dollar amount grant to Sunrise Theater, for the seating replacement. They did not ask which project was the highest priority item to the Sunrise Theater, and after the meeting the Sunrise requested the lower dollar amount project, for the Sound & Light Upgrade, which is their number one priority. The board needs to formally approve changing the dollar amount that is awarded to Sunrise Theater. Chairman Hofmann entertained a motion to approve changing the grant award to Sunrise Theater to \$63,500 for Sound & Light Upgrade. Member Miller made the motion, Member Pashley seconded it, and the motion passed.

Next Phil presented the proposed FY 26/27 budget. This budget is \$8.1 million, \$5.4 million of which is the operating budget, and \$2.7 million will go into the Tourism Product Development Fund. Some key items of note include:

- COLA of 4% and a 2% holiday bonus for staff
- 401K Employer contribution rate will increase from 3% to 5%
- Larger expense for the destination guide to cover production of 40,000 copies and to polybag

30,000 of them with the March 2027 Our State magazine edition

- Event Management of \$600,000 includes a Garden of Lights Holiday display at SCC, Home of American Golf Cup, US Kids Golf tournament volunteer lunches, NCTIA
- Air Service Marketing of \$250,000 is for marketing the launch of flight service.
- Arts & Culture: We have set aside \$100,000 for us to assist with marketing for select events that would attract visitors for BPAC, Sunrise Theater, Weymouth Center, Arts Council of Moore County, Seagrove and Starworks.

The finance committee met on March 13, 2026 to review the proposed budget and made the recommendation of presenting it to the full board for approval. With no discussion, Chairman Hofmann made a motion to adopt the budget as presented. Member Lewis made the motion, member Miller seconded it and the motion passed.

To further elaborate on the Holiday Light Show, Phil stated that it will run from mid-November through early January. SCC will manage the staffing, volunteers, ticketing, parking, etc. Our part is to fund and market it, as a major tourism attraction and part of an increased holiday marketing effort.

Other items of interest that we are working on is the "HOME" public art campaign. We have been commissioning various artists to create the displays, which will be in various locations throughout the County. Phil stated that some of the America 250 celebrations we are working on include Pinecone Pathways special red, white and blue pinecones, commemorative coins, Drums of Liberty, Special Special Bogeys Uniforms and a major announcement coming in April.

Board Member Reports

There were no Board Member reports.

Unfinished Business

There was no unfinished business.

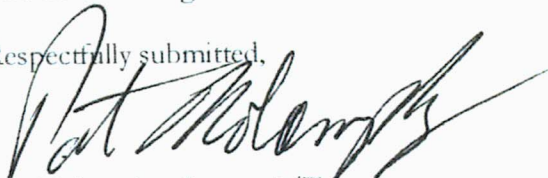
New Business

There was no new business.

The board went into executive session.

The next meeting will be determined at a later date, and the meeting was adjourned at 5:20 p.m.

Respectfully submitted,



Pat Molamphy, Secretary/Treasurer