



CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

FACVB BOARD OF DIRECTORS

FACVB Board Room

245 Person Street

April 26, 2017

Noon

PRESENT

Subodh Thakur, Chairman
James Grafstrom
Deanna Morgan for Sanda Budic
Becky Kirby
Henry Holt
Laura Leal

ABSENT

Amy Cannon
Doug Hewett
Sharon Lee
Sanda Budic

OTHERS

John Meroski
Kelly Brill

The meeting was called to order at 12:10pm by Subodh Thakur. Mr. Thakur stated that there was not much on the agenda for today and he appreciated everyone's attendance.

Mr. Thakur asked if he could get a motion to approve the January minutes; James Grafstrom motioned to approve, Becki Kirby seconded the motion.

Henry Holt stated that everyone received the Treasurer's Report in an earlier email and asked if there were any questions. Mr. Holt noted that he had worked with Kelly Brill on the CD renewals and thought we obtained the best rates that are available. He noted that he comes in twice a month to review bills and sign checks. Mr. Thakur asked if we could get a motion to approve the Treasurer's Report; Mr. Grafstrom motioned to approve, Ms. Kirby seconded the motion.

Mr. Thakur stated that the board was sent a letter stating that Cherry Bekaert had a peer review conducted in accordance with standards established by the Peer Review Board of the American Institute for Certified Public Accountants. Cherry Bekaert LLP received a peer review rating of pass (ratings of pass, pass with deficiencies or fail). Cherry Bekaert is scheduled to perform this year's audit.

CROWN COLISEUM

Mr. Grafstrom first thanked the CVB and the Board for efforts to secure long-term deals with entities coming into town. The Crown signed a 4-year contract with Christian Cheerleaders. The All-American Tattoo convention had its first event in this market and had overwhelming success; despite the event occurring on Easter weekend. It will not occur on that weekend next year. The promoter was very happy with the event. This event brought tattoo artists from all over the country. Mr. Grafstrom is hoping that 2 upcoming banquets will make an impact on our community; the local chapter of Purple Heart is presenting 3000 recipients in August during Purple Heart Month, and the 82nd Airborne has a 100-year anniversary event in November that will have between 3000-5000 attendees.

We are working to fill the venue. Charles Evans provided some constructive criticism wanting to include all demographics in the community. The FireAntz previous owner, Howard Bullard, sold the team to Chuck Norris and Jeff Longo, former military veterans. They are having a conference May 12th at 11am and would love the support and presence of the Board. Jeff Longo, the team President, was previously the VP of Marketing for the Devils & Charlotte Checkers. He has some different ideas that they are thinking about (\$1 hot dog, \$1 beer night). Mr. Grafstrom is very excited about the direction this is going. The FireAntz agreed on a 5-year deal with a 5-year optional extension. The Cape Fear Heroes is the indoor football team and they will wrap up in June for the year.

The Crown is having Brady Trane install a security system within the month. The elevator at the south end of the Ballroom was damaged during Hurricane Matthew, and is currently being repaired. There are also some retention walls that are needing repair due to the hurricane.

CITY OF FAYETTEVILLE

Doug Hewett was not in attendance.

CUMBERLAND COUNTY

Amy Cannon was not in attendance.

Mr. Thakur stated that Adam Collier's name was submitted to the CC Board of Commissions for FACVB Board representative for over 100 rooms. If you have a name to suggest for under 100 rooms, please do so. Deanna Morgan stated that Sanda would like to take the Chair position. Becky Kirby stated that the vote should be today. Ms. Kirby nominated Subodh again. Laura Leal seconded the nomination and no one opposed. Mr. Thakur reiterated that Henry Holt was Treasurer, Amy Cannon is Secretary, Sanda is VP and he will remain in the Chair position. Mr. Thakur asked if there was any opposition and there was none.

FACVB

John Meroski reviewed the Business Brief with the Board, which he stated is emailed monthly to TDA, CVB and County Commissioners. Mr. Meroski reiterated that the CVB staff is continuing to work with Mr. Grafstrom's staff and have gotten a 3-4 year commitment from Cheerleaders. There are 3 events that the TDA is currently funding, WIDU, Tattoo event and Cape Fear Wildlife. He also pointed out that Smith Travel is down from 71% to 65%, with \$75 ADR; market is flat so projections will be flat. John reviewed the Sales scorecard for the 3rd quarter in the Business Brief. The Sales Dept.'s goal for the year is 20,000 room nights; we currently have 17,000 and expect to reach our goal. Communications has done a great job putting event listings in Our State and trade publications. Some attractions do not have a marketing budget and it is a good partnership. Tourism continues to work with Welcome Centers along I-95. The Visitor Center has sent out 50,000 visitor guides this quarter.

ADJOURNMENT:

Mr. Holt motioned for the meeting to be adjourned and Ms. Leal seconded the motion.

NEXT MEETING

The next meeting will be on July 26, 2017 at noon in the FACVB boardroom.

Subodh Thakur, Chairman

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