



Board Meeting Minutes

April 27, 2022, 12 noon

245 Person Street Fayetteville, NC

Voting Board Members Present: Fred Surgeon, Amy Cannon, Seth Benalt, Sheba McNeil, Jimmy Keefe, Tony Kostopoulos

Voting Board Members Not Present: Byron McNeill, Manish Mehta

Non-Voting Ex-Officios Present: Bianca Shoneman, Randy Fiveash, Doug Hewett, Adam Collier

Non-Voting Ex-Officios Not Present: Laura Leal, Renee Lane

Present FACVB Team Members: Kristy Grove, Angie Brady, David Nash, Jennifer Betshlimon, Jen Thigpen, Isaiah Griffin, Sally Slater, Kelly Brill, Amy Karpinski

Not Present FACVB Team Members: Teletha Rodriguez, Joie Schubert

Agencies Present: Leah Sanders (Mythic), Becca Marshall (Mythic)

Mr. Surgeon called the board meeting to order at 12:12 pm. Mr. Surgeon recapped the Board retreat.

Mr. Surgeon turned it over to Mr. Fiveash for the agenda. Mr. Fiveash began with Robert's Rule of Order. These discussed the rules of voting and non-voting members. Ms. Brill created guidelines for Robert's Rule of Order. Mr. Fiveash asked for questions. Mr. Benalt asked where the inconsistencies for voting and non-voting members were at this time. Mr. Keefe stated the current format will allow for confusion among the non-voting and voting members, and all votes should be restricted only to voting board members. Mr. Surgeon asked for any other questions

Mr. Surgeon asked for a motion to allow only voting members of the board to vote. Mr. Keefe motioned to allow only voting members of the board to vote, Ms. McNeil seconds agreed, Mr. Surgeon asked for all in favor, and all voting board members agreed. Motion carried 12:19 pm.

Mr. Surgeon moved into approval of January minutes.

Mr. Surgeon asked for a motion to allow only voting members of the board to vote. Mr. Keefe motioned to approve minutes, Mr. Benalt seconded, Mr. Surgeon asked for all in favor, and all voting board members agreed. Motion carried at 12:20 pm.

Mr. Fiveash turned to Ms. Brill for the Treasury report. Ms. Brill reviewed the treasury report and asked for any questions. No questions.

Mr. Surgeon asked for a motion to approve the Treasury report, Mr. Benalt motioned to approve the Treasury report, Ms. McNeil seconded, Mr. Surgeon asked for all in favor, and all voting board members agreed. Motion carried at 12:23 pm.

Mr. Surgeon turned over to Mr. Fiveash regarding the revised employee manual. Mr. Fiveash stated some changes were made to the employee manual and the manual was sent to the FACVB's attorney for review and approval. Mr. Fiveash stated in the next board meeting, discussions for the Operating Procedure Manual will take place. Mr. Surgeon asked for the document with changes made to the employee manual to be sent out for a further review on changes made. Mr. Fiveash stated either Ms. Brill or Ms. Betshlimon will send the document with changes, out. Mr. Surgeon asked for any questions. No questions.

Mr. Surgeon asked for a motion to approve the FACVB's employee manual. Mr. Benalt asked if the approval can wait until the board members have reviewed the document with the changes that were made. Mr. Surgeon stated the board members will move to approve the handbook once they have reviewed the changes made.

Ms. McNeil asked for information regarding the FACVB's attorney. Ms. Betshlimon stated the attorney is local and was hired to review all official documents and contracts for the FACVB.

Mr. Surgeon turned to Mr. Fiveash for the fiscal year strategic plan. Mr. Fiveash reviewed the strategic plan and asked for the strategic plan to be accepted by the board.

Mr. Fiveash asked for any questions.

Mr. Keefe asked if there are an adequate amount of hotel rooms. Mr. Fiveash stated yes but some additions are needed.

Mr. Fiveash reviewed lost business reports and stated it was because of the lack of meeting space and there is no hotel connected to a convention center. Mr. Fiveash reviewed the STR report occupancy (number of rooms rented) and stated it was about 65%-68%.

Mr. Keefe asked because they are maintaining the occupancy at a normal number, what is being missed?

Mr. Collier stated that focus needed to be put on where the occupancy is coming from; that way they can determine where to funnel the money. Mr. Collier stated he is aware of where his occupancy stems from, but most hotels do not know.

Ms. Shoneman asked if incentives were currently being made and what incentives can be used to generate new occupancy? Ms. Shoneman also asked if there is a committee or is there staff to incentivize the community? Mr. Collier answered yes.

Mr. Keefe asked what is missing as far as incentives. Mr. Fiveash answered convention sales.

Mr. Surgeon asked for any other questions. No questions.

Mr. Surgeon asked for a motion to approve the strategic plan. Mr. Surgeon motioned to approve the strategic plan, Mr. Keefe seconded, and all voting board members approved. Motion carried at 1:04 pm.

Mr. Surgeon moved on to non-action items.

Mr. Surgeon asked for the terms of the lease agreement for the building space. Ms. Cannon stated the term ends in November.

Mr. Surgeon turned over to Mr. Fiveash for continuing non-action items. Mr. Fiveash stated the FACVB is fully staffed. Kristy Grove as the new Director of Communications and Sally Slater and the Senior Director of Sales and Sports Marketing.

Mr. Fiveash introduced the new media agency, Mythic. Mr. Fiveash introduced Leah Sander and Becca Marshall.

Ms. Sanders and Ms. Marshall presented their rebranding details, and both concluded.

Mr. Surgeon asked for any questions. Mr. Keefe stated he preferred Option A over Option B of the rebranding presentation. Mr. Keefe asked Ms. Sanders and Ms. Marshall about their thoughts on Fayetteville.

Mr. Fiveash stated the upcoming Mid-Quarter board meeting will allow for discussion regarding the branding and possible FACVB name change. Mr. Fiveash stated the details regarding the Mid-Quarter board meeting will be sent out.

Mr. Surgeon asked for any other questions for Mythic. No questions.

Mr. Surgeon turned to Mr. Benalt for the Crown Complex GM report. Mr. Benalt reviewed the Crown Complex GM report and stated the Marksmen are out of the playoffs. A new Director of Operations was hired. Mr. Benalt reviewed the upcoming events; Jersey boys, Alabama at the Colosseum, Paw Patrol from July 5-6, and on June 25th Rod Wave and Friends will be at the Colosseum. Mr. Benalt also stated the name of the Multi-purpose Center will instead be named the Crown Events Center. Mr. Benalt concluded.

Mr. Surgeon asked for any questions for Mr. Benalt. No questions.

Mr. Surgeon turned it over to Mr. Hewett for the City Managers Report.

Mr. Hewett stated the Dogwood Festival was a success. Mr. Hewett stated early voting starts tomorrow, April 28th, 2022. Mr. Hewett concluded.

Mr. Surgeon asked for any questions for Mr. Hewett. No questions.

Mr. Surgeon turned it over to Ms. Cannon for the County Report.

Ms. Cannon detailed the County Report. Ms. Cannon reported on the news in the county and stated a replacement facility was quickly needed to replace the Events Center. Ms. Cannon concluded and asked Mr. Keefe for any additional input. Mr. Keefe stated more marketing and tourism was needed within the community. Both Mr. Keefe and Ms. Cannon concluded.

Mr. Surgeon asked for any questions for Mr. Keefe or Ms. Cannon. No questions.

Mr. Surgeon turned over to Ms. Shoneman for the Cool Spring Downtown Report.

Ms. Shoneman stated last quarter there was 226,000 gross square ft of new development and \$70 million worth of new construction in downtown Fayetteville. Ms. Shoneman stated recently they celebrated 23 new businesses in downtown Fayetteville, including an upcoming of 7 more.

Ms. Shoneman stated the Juneteenth festival coming up and it will be the largest Juneteenth festival in North Carolina. Ms. Shoneman concluded.

Mr. Surgeon asked for any questions for Ms. Shoneman. No questions.

Mr. Surgeon stated the next board meeting will be July 27th and the information regarding the Mid-Quarter board meeting will be sent out.

Mr. Surgeon asked for any other questions or comments. No questions or comments.

Mr. Surgeon asked for a motion to adjourn the board meeting, Mr. Benalt motioned to adjourn the board meeting, Ms. Cannon seconded, and all the voting members agreed. Motion carried at 1:53 pm.

S. Benalt

8.23.22