



CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC

FACVB BOARD OF DIRECTORS
FACVB Board Room
245 Person Street
January 23, 2019
Noon

PRESENT

Subodh Thakur, Chairman
Liz Milesenko, ASOM
Sanda Budic
Laura Leal
Adam Collier
Becki Kirby

ABSENT

Doug Hewett
Sharon Lee
Amy Cannon
James Grafstrom
Suresh Patel

OTHERS

John Meroski
Kelly Brill

Subodh Thakur called the meeting to order at 12:25pm.

Mr. Thakur asked for a motion to approve the October 2018 minutes; Laura Leal motioned to approve, and Adam Collier seconded the motion.

James Grafstrom was not able to attend; John Meroski was asked to read the Treasurer's report. Mr. Meroski reviewed the report, adding that when a CD matures, we shop around based on interest rates. He stated that major storms hitting our area increased occupancy tax collections, making our quarterly income \$903,840 and expenses of \$674,853. Occupancy collected in October, November, and December were \$705,399, \$732,570 and \$562,947 respectively and reflects hurricane evacuees, contractors, adjusters, etc. Mr. Meroski noted that Mr. Grafstrom reviews and signs monthly invoices and checks; Cherry Bekaert balances the checking account. There were no questions and Mr. Collier motioned to approve the Treasurer's report and Ms. Leal seconded the motion.

Mr. Thakur stated that Ms. Leal and Sharon Lee were reappointed to the board by the County Commissioners and thanked them for their time. He welcomed Liz Milesenko from the Airborne & Special Operations Museum. Mr. Thakur noted that Ms. Milesenko has been in town for 5 years and was hired as Executive Director of the museum a month ago.

AIRBORNE & SPECIAL OPERATIONS MUSEUM

Ms. Milesenko explained that there will be big changes coming with ASOM. They have started an \$8.5 million capital campaign to redo the museum and create more of a training asset for the military. The current exhibits have been present since 2000. They have raised \$1.5 million locally and are now reaching out nationwide with a year-long campaign. Our state lobbyist, Tom Apodaca, helped obtain support from the US Army Center of Military History. They agreed to kick in \$1 million for design after we raise \$1 million, bringing the campaign to a total of \$9.5 million.

CROWN COLISUM

Mr. Grafstrom was not in attendance.

CITY OF FAYETTEVILLE

Doug Hewett was not in attendance.

CUMBERLAND COUNTY

Amy Cannon was not in attendance. Mr. Thakur reminded everyone that there had been a TDA meeting this morning and John presented the CVB's renewal contract to TDA; it did not go through. Mr. Thakur was hoping Ms. Cannon was present to help us understand. The TDA wants a matrix set up. John will meet again with the TDA on February 21, 2019; he has a lot on his shoulders. Ms. Leal asked how the board can help. Mr. Meroski stated that he will send a survey to the board to see what reporting standards the board would like to see. Hopefully we will know what the Commissioners want by February 21, 2019. Mr. Thakur added that this was too quick for metrics and they need to tell him what they want. Mr. Meroski stated he currently reports on performance standards and believed this was what the board wants to see. Mr. Thakur stated that if anyone has any advice or ways to support Mr. Meroski the board would like to hear it.

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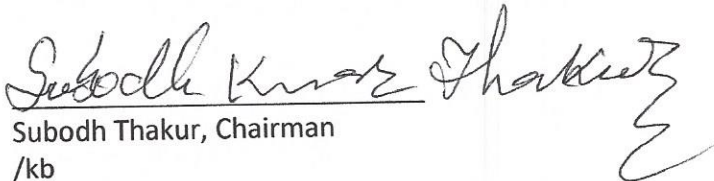
Mr. Meroski stated that he has been working with Mr. Grafstrom on a couple of bookings, and Champions in Motion was just signed. This is a cheerleading competition with 5 events over 2 years with an expected 9000 people. The teams will go through us for booking hotels; we are prepared with perimeters in place. Mr. Meroski confirmed that leads will be sent, and hotels will pay commission for the bookings. Becki Kirby arrived. Mr. Meroski stated that his in-depth presentation to the TDA this morning and the information he presented will be available on our website in the About Us section this afternoon. The presentation highlighted the Sales Dept's booking numbers, publicity generated, and visitor information showing that we are marketing the community. We had a jump in ADR with an increase of 5% in the last 2 years. Mr. Meroski reviewed the report showing that we are achieving our goals based on performance and asked the board if this is what they want to see. The CVB is DMAI accredited (DMAP) and the reaccrediting process is not easy. The DMAP certification defines quality and performance standards in CVBs. Mr. Meroski stated that he would like input on overall performance and productivity; are you receiving enough updates? Mr. Meroski stated that the About Us/Research section of our website is another way we show our research and data. He added that the information is only as good as what you want. Mr. Thakur added that feedback is always welcome. Ms. Leal asked if we knew what they are looking for; Mr. Meroski stated that he did not. Mr. Meroski will be meeting with the TDA again February 21, 2019. Ms. Leal asked if it would help if the board was present and Mr. Meroski appreciated of the support.

ADJOURNMENT:

Mr. Thakur stated that he appreciated everyone's attendance and input. No executive session was needed. Ms. Leal motioned to adjourn, and Ms. Kirby seconded the motion.

NEXT MEETING

The next meeting will be on April 24, 2019 at noon in the FACVB boardroom.


Subodh Thakur, Chairman
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