



Board Meeting Minutes

January 27th, 2022, 12 noon

245 Person Street Fayetteville, NC

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

Voting Board Members Not Present: Doug Hewitt, Sharon Lee, Adam Collier

Non-Voting Ex-officios Present: Shari Fiveash, Bianca Shoneman, Randy Fiveash, Charles Evans, Laura Leal

Additional Attendees: Jill Adams (Adams & Knight), Lissa Lowe (Mythic), Becca Marshall (Mythic), Caleb Petty (Mythic), Jordan Gayle (Mythic), Shauni Bird (Mythic), Greyson Sidebotham (Eckel & Vaughn), Michelle Saleh (Eckel & Vaughn), CVB Team-Kelly Brill, Kristy Grove, Jennifer Betshlimon, Isaiah Griffin, David Nash, Joie Shubert, Angie Brady, Jennifer Thigpen, Amy Karpinski

A quorum was present with eight voting members; three voting members were not present.

Mr. Surgeon called the board meeting to order at 12:07 pm. Mr. Surgeon stated he reviewed the Fayetteville Area Convention & Visitors Bureau (FACVB) budget from the previous meeting and stated reports will begin to be sent to the Board members monthly with meetings quarterly. Mr. Surgeon reported that the FACVB is officially fully staffed.

Mr. Surgeon moved to the next item on the agenda, October 27th board minutes. Mr. Surgeon asked if there were any questions or discussions needed. There were no questions or discussions.

Mr. Surgeons entertained a motion to approve the October 27th board minutes. Ms. Shoneman moved to approve, Mr. Mehta seconded, all said "I" and Mr. Surgeon granted the motion to approve the minutes.

Mr. Surgeon moved to the next item on the agenda, December 7th board minutes. Mr. Surgeon asked if there were any questions or discussions needed. There were no questions or discussions.

Mr. Surgeon entertained a motion to approve the December 7th board minutes. Ms. Cannon moved to approve, Ms. Lane seconded, all said "I" and Mr. Surgeon granted the motion to approve the minutes.

Mr. Surgeon turned to Mr. Fiveash to discuss the FACVB budget. Mr. Fiveash explained that the FACVB contract with the Tourism Development Authority (TDA) renews in July 2022 and the TDA will be reviewing the contract at their April 2022 meeting. Mr. Surgeon asked the Board to approve the budget prior to the TDA meeting. Mr. Surgeon stated he will sit down with the TDA to discuss the budget, along with Ms. Cannon. Mr. Surgeon stated the budget was prepared conservatively; any excess money will be put into media/Public Relations (PR). Mr. Surgeon moved to the income and stated the run rate calculations are around 3.7 million, if on the current course. Mr. Surgeon then turned it back to Mr. Fiveash. Mr. Fiveash stated the Senior Director of Convention Sales and Sports Marketing, Sally Slater, accepted the position. Mr. Fiveash asked if there were any questions that he and Ms. Brill could answer. Ms. Brill stated that budgeted funds for compensation were moved to marketing. Budgeted amounts for benefits were not changed for the 2022-2023 fiscal year. Mr. Keefe stated Occupancy tax collected have been higher in the last 6 months than in the last 10 years. Ms. Cannon stated the trend stayed the same, looking at \$4.7 million, currently at \$4.1 million. Mr. Keefe asked if any grants are being applied for and Mr. Fiveash confirmed grants are being applied for. Mr. Fiveash stated once the new contract with the TDA is signed the FACVB will take Mr. Keefe's suggestion of requesting American Rescue Fund money. Mr. Fiveash stated our budget is dependent on one source, Occupancy Tax, and we will look at other grants. Mr. Keefe asked if anything in the By-laws allows us to partner with other agencies to market or if it restricts us? Mr. Fiveash stated he will confirm. Mr. Keefe asked if memberships are an option? Mr. Fiveash stated it's possible if the board approves. Mr. Evans asked about the type of marketing in Cumberland County and Mr. Fiveash stated the marketing will be based on research. Mr. Evans asked what the diversity in Cumberland County looks like and Mr. Fiveash stated the research will show diversity. Mr. Fiveash stated the upcoming marketing budget remained the same, however, will be allocated differently. Mr. Fiveash stated a 3-year strategic plan will be made to match the contract. Ms. Brill stated operating expenses don't change and additional funds in income will be allocated for marketing. Mr. Surgeon stated the projected revenue is under; consider raising revenue, Mr. Keefe agreed.

Mr. Surgeon entertained a motion to raise projected revenue. Mr. Keefe moved to approve the motion to adjust the Occupancy income in the 2022-2023 budget to \$3.8 million and add a grant line of \$250k, and with those two changes, moved to approve the budget. Mr. Fiveash stated he will adjust marketing to reflect the additional projected income.

Mr. Surgeon entertained a motion to approve the budget, including Occupancy income to \$3.8 million, add grant line item \$250k and increase marketing line accordingly. Mr. Keefe moved to approve, Ms. McNeil seconded, all said "I" and Mr. Surgeon granted the motion to approve the budget.

Mr. Surgeon moved to Treasurer's Report with Mr. Mehta. Mr. Mehta reviewed the Treasurer's report. Mr. Surgeon asked if there were any questions or discussions needed. There were no questions or discussions.

Mr. Surgeon entertained a motion to approve the Treasurer's Report. Mr. Keefe moved to approve, Ms. Shoneman seconded, all said "I" and Mr. Surgeon granted the motion to approve Treasurer's Report.

Mr. Surgeon turned the meeting over to Mr. Fiveash for the President's Report. Mr. Fiveash spoke about being fully staffed and turned the meeting over to Mr. Nash. Mr. Nash discussed

the Scout Report. Mr. Fiveash concluded President's Report. Mr. Surgeon asked if there were any questions. There were no questions.

Mr. Surgeon moved to Mr. Benalt for a general report on the Crown Complex. Mr. Benalt asked for if there were any questions. There were no questions.

Mr. Surgeon moved to the County report with Ms. Cannon. Ms. Cannon discussed American Rescue Plan and asked if Mr. Keefe wanted to add to the report, as he is on the committee. Mr. Keefe reported Cumberland County was ahead of other counties. Mr. Surgeon asked if we are ahead in dollar amount or in the process, Mr. Keefe confirms in the process. County report concluded.

Mr. Surgeon turned the meeting over to Ms. Lane. Ms. Lane discussed new exhibits at the Airborne & Special Operations Museum, including Vietnam Veterans Memorial Moving Wall coming in March 2022.

Mr. Surgeon turned to Ms. Fiveash who gave an update on Greater Fayetteville Chamber activities.

Mr. Surgeon turned the meeting over to Ms. Shoneman for Downtown Cool Spring District. Ms. Shoneman stated they were pleased with the New Year's Eve event.

Mr. Surgeon turned the meeting over to Ms. Adams with Adams and Knight. Ms. Adams presented her company's introduction and information regarding media and marketing. Ms. Adams concluded.

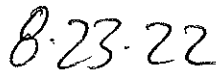
Mr. Surgeon asked if there were any other questions. There were no other questions.

Mr. Surgeon entertained a motion to adjourn. Ms. Shoneman moved to adjourn, Ms. Fiveash seconded the motion, all agreed. Meeting adjourned at 2:04 pm.

The next meeting is scheduled for April 27, 2022, at 12 noon.



Signature/Position



Date