



FACVB Special Meeting/Orientation: Cape Fear Botanical Gardens

December 7th, 2021

Present Board Members: Amy Cannon, Sheba McNeil, Jimmy Keefe, Tony Kotsopolous, Manish Mehta, Byron McNeill, Fred Surgeon

Board Members Absent: Sharon Lee, Adam Collier, Doug Hewett

Ex-officio Present: Shari Fiveash, Bianca Shoneman, Seth Benalt, Renee Lane

Ex-Officio Absent: County Commissioner Liaison

Staff Members Present: Randy Fiveash, Teletha Rodriguez, Jennifer Betshlimon, David Nash, Kelly Brill, Angie Brady, Isaiah Griffin, Amy Karpinski, Cardell Hunt

Staff Members Absent: Joie Shubert, Haley Provencio

Others: Lissa Lowe from Mythic, Jada Andrews from Eckel & Vaughn

Mr. Fiveash introduces Ms. Cannon and thanks everyone for coming. Ms. Cannon calls the board orientation to session at 12:29pm. Ms. Cannon introduces herself as interim chairman, Ms. Cannon begins with Agenda Item 1; discussion of the board officers. Ms. Cannon states the first seat needing to be filled is the chairman and only one response for the seat was sent back. Mr. Surgeon expresses interest in serving for chairman.

Ms. Cannon calls motion for Mr. Surgeon for chairman, Ms. Shoneman seconds, Ms. McNeil agrees, Mr. Surgeon is appointed chairman of the Board at 12:30pm.

Ms. Cannon turns it over to Mr. Fiveash and Mr. Fiveash begins with the outline of the board book provided for the orientation. Mr. Fiveash reviews the open seats, which are outlined in the Bylaws; Vice chairman who fills in and supports the chairman, as needed; Secretary position that Ms. Cannon currently holds, which also supports Chairman and Vice Chairman in their absence; and Treasurer. Treasurer works with Ms. Brill monthly as a second signature on checks, along with Mr. Fiveash. Ms. Cannon turns it over to Mr. Surgeon, the newly elected Chairman.

Mr. Surgeon begins with thanking everyone and accepts the chairman position; Mr. Surgeon asks for a nomination for vice chairman. Mr. Benalt states that he is happy to take any position as needed. Ms. McNeil asks for details of secretary position, in which Mr. Fiveash explains the position is a part of the executive committee, supports the Board, no specific duties. Ms. Cannon agrees with Mr. Fiveash's explanation of supporting officers.

Mr. Surgeon calls motion for vice chairman, Ms. Cannon motions for Seth Benalt for vice chairman position, Ms. McNeil seconds, all agrees. Seth Benalt appointed vice chairman at 12:32pm.

Mr. Surgeon calls for secretary position. Mr. Surgeon asks motion to nominate. Ms. McNeil offers to be secretary, Ms. Shoneman motions for Ms. McNeil, Mr. McNeill seconds, all agree. Ms. McNeil appointed secretary at 12:34pm.

Mr. Surgeon moves to treasurer, Mr. Surgeon asks for motion for treasurer, Mr. Mehta votes himself in for treasurer, Mr. McNeil moves motion for Mr. Mehta to be appointed treasurer, Ms. Canon seconds motion, all agree for Mr. Mehta for treasurer. Mr. Mehta is appointed treasurer at 12:37pm.

Mr. Surgeon moves to Mr. Fiveash to begin the board orientation. Mr. Fiveash states all the board books have been updated. Board books taken will be updated at beginning of next meeting; Board books left behind will be updated prior to the next meeting. A link with the presentation will be sent out to the board after the meeting.

Mr. Fiveash begins with a general breakdown of what the FACVB's mission is. Mr. Fiveash explains that each FACVB team member will then present their department. Mr. Fiveash mentions there are two vacant positions, Director of Sales and Communications Manager and we are currently holding interviews. Mr. Fiveash requests that board members ask questions, as needed.

Mr. Fiveash begins with the agenda of the orientation and the structure of the FACVB. Mr. Fiveash states the board voted in two new agencies, Mythic and Eckel & Vaughn; each agency's representatives are present and going to go over what they do. Mr. Fiveash begins introduction of each FACVB team member, departments and what each team member does. Mr. Fiveash moves forward with the overview of the FACVB organization, "Tourism Marketing Arm of the Community" and proceeds forward to the Mission and Vision for the FACVB. Ms. Shoneman asks if there are any modifications for the Mission and Vision, Mr. Fiveash states any modifications can be made. Mr. Fiveash moves forward with the strategic plans of the FACVB; strategic plan update, research-based marketing, Smith Travel Report/occupancy rate report. Mr. Fiveash states the strategic plan needs to be board approved each year and then provided to the TDA; all updates of the strategic plan are provided in the board book. Mr. Fiveash continues stating the FACVB is a research-based marketing organization, clarifying the FACVB is handled by all third-party research, specifically H2R research. Mr. Fiveash moves into the research portion of the orientation and finishes with the Stakeholder Evaluation. Mr. Fiveash introduces Mr. Nash to go more in depth of the Stakeholder Evaluation. Mr. Nash begins with the H2R report from Mr. Jerry Henry and goes into depth of their research. Ms. Fiveash challenges Mr. Nash to investigate the demographic of the community; Mr. Fiveash agrees and FACVB will investigate the demographic of the community. Mr. Nash moves into the H2R Scout Report, 2019 data and the base line prior to the pandemic. H2R report shows 1.2 million pings, eliminating anyone in Cumberland County for less than 4 hours. Mr. Nash shows the research the H2R scout report provides, stating this is the report at the highest level. Mr. Fiveash adds the H2R scout report will affect how the FACVB markets and influences P.R strategies. Mr. Nash concludes for the Research and Data department. Before moving onto Ms. Brill, operations department, Mr. Fiveash discusses the agenda, legislation, and TDA contract. Mr. Fiveash introduces Ms. Brill, Director of Operations and HR. Ms. Brills states she manages the budget, accounts payable/receivable, building operations, H.R and the Welcome Centers. Ms. Brill states we are funded by the occupancy tax, contracted with TDA. Ms. Brill budgets all the FACVB operation costs, including payroll, rent, insurance and the remaining amount is budgeted for marketing. Mr. Fiveash shows the Simpleview CRM slides and reintroduces Mr. Nash. Mr. Nash begins to explain the functions of Simpleview CRM. Mr. Nash moves into the Simpleview CMS functions and specifies the FACVB's current website needs works. Mr. Nash pulls up the main page of the FACVB website on the screen, going through the FACVB website to the "about us" page and requests the board

send a short bio and have headshots taken for the website. Mr. Nash talks about the design of the website, the redesigning of the website, and more experience based imagery. Mr. Nash concludes, and Mr. Fiveash introduces Ms. Brady. Ms. Brady moves into the in-depth functions of her job description. Ms. Brady introduces Mythic and Eckel & Vaughn. Ms. Lowe from Mythic and Ms. Andrews from Eckel & Vaughn step up to discuss their agencies. Ms. Brady comes back to discuss Adams and Knight with Mr. Fiveash, providing a quick summary on Adams and Knight. Mr. Fiveash announces a short break at 2:34pm.

Mr. Fiveash begins the orientation again at 2:47pm. Mr. Fiveash begins by introducing Ms. Karpinski. Ms. Karpinski begins with the future focus of the Sports Marketing Department discussing opportunities. Ms. Karpinski discusses the possibility of a Sports Commission. Ms. Karpinski introduces Mr. Griffin of the Convention Sales. Mr. Griffin speaks on the meetings and convention sales department, hotel leads, meeting spaces, shuttle services. Mr. Fiveash reintroduces Ms. Brady to go over the Communications department including P.R./Media Relations. Ms. Brady begins with the overview and expectations of the communication manager for the FACVB and reminds the board that the FACVB is actively hiring for this position; this position will actively work with Mythic and Eckel & Vaughn. Mr. Fiveash introduces Ms. Rodriguez and Ms. Brill for the Visitors Services. Ms. Rodriguez provides the background of the Visitors Center department. Mr. Fiveash begins with concluding the presentations and offering an open discussion to the board.

Mr. Fiveash lists the point of topics (questions) he would like the board to answer and opens the discussion to the board.

Mr. Keefe thanks Mr. Fiveash for putting the presentation together. Mr. Keefe points out community success and why it's important. Mr. McNeill begins with talking about success in the area, and the success he has seen isn't just hotels and restaurants, but also local businesses. Ms. Fiveash states she would like to see numbers that are measurable and attainable. Ms. Lane begins with wanting to make sure that Fayetteville stays on top of the map, wanting to add more sports despite the limitations including 69 hotels and only responses to recent lead requests. Mr. Benalt believes more unique events would benefit the community, points out that the FACVB has progressed, and we need to get out into the community even more, help grow the mission and vision of the FACVB. Mr. Mehta begins with wanting the FACVB and board to continue to work together, along with leaders and business owners. Mr. Mehta wants more supporting data and better communication both ways, with the FACVB and board members. Mr. Mehta states that if the hoteliers and FACVB communication opens up and improves, the feedback will be better. Mr. Mehta suggests a shuttle, better marketing and working better together with suggesting visiting the hotels more often and FACVB following up more in person. Mr. McNeill also adds his hotels have been ranked highly although having no meeting room space in his hotels. Mr. Nash suggests sending leads to only hotels who only meet criteria, all agreed. Mr. Kotsopolous says that he appreciates the efforts towards small businesses and wants to continue to work together, measuring our success in dollars. Mr. Surgeon states that there is a good leadership and team implemented within the FACVB, says the research and data will make us more successful and transparent with data, key indicators. Mr. Surgeon asks for further comments.

Mr. Surgeon motion to adjourn, Mr. Mehta motions, Ms. Cannon seconds, all agree to adjourn the board orientation. Meeting adjourned at 3:55pm.

Signature:  _____

Date: 12-26-2022