



**FACVB BOARD OF DIRECTORS**  
**FACVB Board Room**  
**245 Person Street**  
**October 25, 2017**  
**Noon**

**PRESENT**

Subodh Thakur, Chairman  
Sharon Lee  
Henry Holt  
Laura Leal  
Adam Collier  
James Grafstrom – by phone

**ABSENT**

Amy Cannon  
Doug Hewett  
Sanda Budic  
Becki Kirby

**OTHERS**

John Meroski  
Kelly Brill  
Linda Suggs, Cherry Bekaert

The meeting was called to order at 12:10pm by Subodh Thakur. Mr. Thakur thanked James Grafstrom for calling in and asked him to proceed with his update of the Crown.

**CROWN COLISUM**

James Grafstrom stated that the Crown had a busy October with Thomas Rhett on Oct. 6, 2017. After the events in Las Vegas at the Route 99 Tour there was a different feel as some of Thomas Rhett's staff worked the Vegas show. There were three events being held at the complex on Oct. 7, 2017 with Iron Clash, REO Speedwagon and the Gun Show. The WIDU Anniversary event had 6 events that week. Mr. Grafstrom received feedback that attendees were out of town guests, although data collection next year can be better to see if they stayed with family or hotels. Mr. Grafstrom explained that WIDU is a gospel AM radio station that started with 3 events and has grown to 7, with 6 being at the Crown. Their goal for 2018 is to have 8-10,000 attendees each night; they had approximately 6000 this year. September was a rough month with 2 losses; a show was cancelled, and not enough tickets were sold for the other.

The Crown also had the Fayetteville State Homecoming and Comicon. The Marksmen Hockey home opener is this week and they have a great rebranding "event", not a game, with interactive family events with the team and coaches. Mr. Grafstrom is excited about what they are bringing to the table. The rest of the calendar year brings the Holly Day Fair, Methodist Youth Pilgrimage, Heart of Christmas, 82<sup>nd</sup> Airborne 100 Anniversary Ball with 4000 expected attendees and the last major event of the year is Disney on Ice. Mr. Grafstrom thanked everyone for allowing him to call in and left the meeting.

Mr. Thakur introduced Linda Suggs with Cherry Bekaert stating that this is the 18<sup>th</sup> year with a healthy audit. Ms. Suggs provided and reviewed the Audit Wrap-Up presentation explaining that unmodified means a clean audit. There were no corrected or uncorrected journal entries. She reviewed the presentation explaining that management has good controls in place with good oversight from the board. No weaknesses were noted. Mr. Thakur asked about credit cards being used and John explained that we have 10 employees with a card. All purchases must have a prior approval signed. Linda explained that they take a sample and review them. Henry Holt stated that he reviews them and asks Kelly Brill questions if he does not understand. Ms. Suggs asked if there



were any other questions and there were none. Mr. Thakur asked for a motion to approve and Mr. Holt motioned, with Adam Collier seconding the motion. Mr. Meroski thanked Linda and Kelly, stating this is the 18th consecutive clean opinion. Mr. Thakur thanked Ms. Suggs for attending and she left the meeting.

Sharon Lee told the Board of Mrs. Ammons' passing at 87-years old. Mr. & Mrs. Ammons were married for 67 years and they had a private service at the family cemetery. Mr. Ammons still goes to two of his properties.

Mr. Thakur asked if he could get a motion to approve the April minutes; Henry Hold motioned to approve, and Laura Leal seconded the motion. Mr. Thakur reminded the Board that the 16/17 POW and Budget were approved by email.

Mr. Holt reviewed the Treasurer's report, explaining that the high expenses in July were prepayment of some bills. Mr. Meroski stated that the upgrades to the FAVOR equipment also contributed to those expenses. Mr. Meroski explained that the software is located here, and we hire a voice to record the message. Mr. Thakur asked if there was a return on the equipment and Mr. Meroski explained that this was handed over to the CVB to manage and we have received negative press in the past when it was not in working order. Mr. Meroski stated that before the next major expense it will be reviewed by the board whether to pursue. Mr. Thakur stated that we will discuss expenses in the future to determine if profitable.

#### **AIRBORNE & SPECIAL OPERATIONS MUSEUM**

Mr. Holt stated that things are going well at ASOM; they will be busy leading up to Christmas. The Vietnam Moving Wall will be at the ASOM for the Veteran's Day celebration. Paul resigned and the new Director, Mike Lynch, took the position. He does not foresee any problems with the change. Mr. Holt's term is over as President of ASOM and Jim Soffee is the new President and Chairman of the Board for the upcoming year.

#### **CITY OF FAYETTEVILLE**

Doug Hewett was not in attendance.

#### **CUMBERLAND COUNTY**

Amy Cannon was not in attendance.

#### **FACVB**

Mr. Thakur reminded the board that the 2016/2017 Program of Work (POW) including budget were previously approved by email. Mr. Meroski noted that Form 990 was also emailed for review and enclosed in board packets for review.

Mr. Meroski stated that in the next couple of meetings he will show the board what will be used in marketing; he passed out a packet of advertising materials. He reminded the board that Ms. Cannon wanted to see local promotions; there are ads in Weekender tied into billboard campaign, including Finding your Friday Freedoms @GoFayetteville.com, and Find it in Fayetteville @GoFayetteville.com. Mr. Collier asked if we were using Twitter, Snapchat, and Facebook since he does not pick up the paper. Mr. Meroski stated that there were similar messages on Facebook. In the packet is a Calendar of Events for Heroes Homecoming, which is honoring Vietnam Veterans this year. We want to get to know veterans and share their story. There is also a motorcycle rally planned. All communities are involved with Hope Mills and Spring Lake having special events for veterans who live in their communities. ASOM will have the Vietnam Moving Wall and a Bob Hope Tribute Show. There are 160 missing man tables setup in Cumberland County; the communities have rallied behind this initiative to build awareness. Mr. Holt stated that Rolling Thunder does a wonderful job. They escort the wall from the county line and man the wall 24/7 while it is here. Mr. Meroski is also working with the schools, specifically grades 5, 8 and 11. Fifth graders are having a mock draft, 8th graders are passing out Thank You signs before the parade and 11th graders are working with CEER. Mr. Meroski announced that Spring Lake has a website, visitor guide and Facebook page created by FACVB. Hope Mills products will be established next. Mr. Meroski explained that the new FACVB visitor guide is

the best yet combining the visitor guide and trail guide in one. Mr. Collier noted that the new visitor guides are hard to keep on the shelves. Mr. Meroski was glad to hear guests are using the guide.

Mr. Thakur stated that he wanted to Welcome Adam Collier to the board; he has been associated with the hospitality industry for a long time. Mr. Collier stated he was glad to be here. Mr. Thakur stated that the board is still waiting for the last vacancy to be approved.

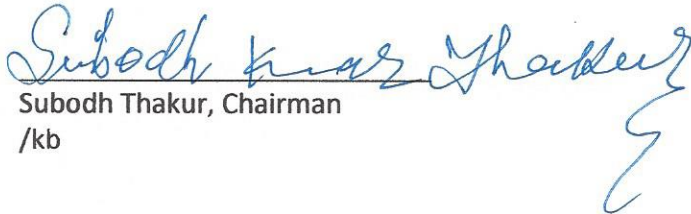
Sharon Lee stated that IHG is scrambling to get 3 more properties in Fayetteville. The Hampton on exit 49 has opened. Mr. Thakur stated that Manish Mehta is opening 2 more hotels. Mr. Collier stated that exit 40 has no restaurants but many hotels. He added that a sign for Holiday Inn Express has gone up on Hwy 13.

**ADJOURNMENT:**

Mr. Thakur stated that he appreciated everyone's attendance. Mr. Collier motioned to adjourn, and Laura Leal seconded the motion.

**NEXT MEETING**

The next meeting will be on January 24, 2018 at noon in the FACVB boardroom.

  
Subodh Thakur, Chairman  
/kb