

**Meeting Minutes**  
**Pitt Greenville Convention & Visitors Authority**  
**March 19, 2015**  
**CH Room 329**

**Board members present:** CVA Chair J.J. McLamb, CVA Vice-Chair Bob Sheck, CVA Secretary Hanna Magnusson, Dede Carney, Ron Feeney, Dr. George Fenich, Deputy Finance Officer Bernita Demery, County Commissioner liaison Tom Coulson, and GCC liaison John Van Coutren.

**Board members absent:** CVA Assistant Secretary Candace Hollingsworth, Brad Mills, Beatrice Henderson, Scott Hucks, Chris Jenkins and City Council liaison Rose Glover.

**I. Call to order:** CVA Chair J.J. McLamb called the meeting to order at 5:33pm.

**II. Approval of minutes:** Executive Director Andrew Schmidt passed out the minutes of the January 15<sup>th</sup> board meeting and asked board members to review to see if any changes needed to be made. CVA Vice Chair Bob Sheck made a motion to approve the minutes as presented. The motion was seconded by Dede Carney and passed unanimously.

**III. Executive Director's report:** Executive Director Schmidt introduced Tarshi McCoy and Gray Workman to the board. Schmidt explained that Tarshi was hired to take the place of the vacated sales manager position and Gray was hired part-time to assist with sales and web development. Executive Director Schmidt also gave a summary of the CVA's activities for the month of February. The activity report summarizes the occupancy tax receipts for the month of January, the CVA's advertising for the month, sales and services activity, client inquiries for the month, website analytics and major highlights of the organization.

**IV. Treasurers report:** Finance Director Bernita Demery Executive Director gave the financial report. Demery announced that occupancy tax receipts were up in the month of January by 23.39%. For the current year, collections are up 11.38% over this time last fiscal year.

**V. 2015-2016 Budget:** Executive Director Schmidt distributed an amended budget for consideration for the 2015-2016 fiscal year. Schmidt stated that the budget was amended to reflect higher occupancy tax receipts and add additional fund balance to bring on the current-part time person to full time status July 1<sup>st</sup>. Schmidt noted that the CVB was not as strong in marketing as it needed to be, especially with the lack of sales presence while he was in the Interim Executive Director role for the CVB. Schmidt also showed that more dollars were allocated for marketing, advertising and education for bureau staff. Finance Director Demery said that she felt comfortable with the budget. She did indicate however that she would prefer in the future that fund balance be utilized for capital projects and not for operations. She will begin to work with Executive Director Schmidt in the fall of 2015 on the next budget which will be for a two year cycle. Secretary Hanna Magnusson said that she would like to see additional funds be utilized in the future for tools like videos and proper booth displays to assist with marketing. She also asked where the increase in education was located in the budget. Executive Director Schmidt stated that there were some plans in place for both and that there were some

funds still available in this budget year that could be utilized as well. He stated that education funds were part of the dues and subscriptions line item. Schmidt continued the budget discussion by asking the board to consider allowing the part-time employee to come on board full-time prior to July 1<sup>st</sup> as there were still ample funds in this year's budget since the bureau had been understaffed most of the year while he was filling both the sales and interim role. John Van Coutren made a motion to allow Executive Director Schmidt to bring on Gray Workman full time prior to July 1<sup>st</sup>. CVA Vice-Chair Bob Sheck seconded the motion and it passed unanimously. CVA Vice-Chair made a motion to accept the 2015-2016 amended budget. Dr. George Fenich seconded the motion and is passed unanimously.

**VI. Marketing update:** Executive Director Andrew Schmidt revealed that the bureau's re-design of its website is 60% complete. Staff continues to work on the data updates necessary for the site to go live. The goal is to have the site ready and live by the end of April. Executive Director Schmidt also shared the bureau's spring marketing schedule. He noted how much more ground could be covered with a full-staff.

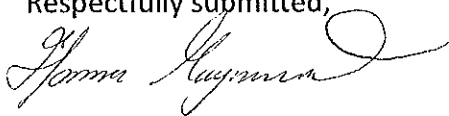
**VII. GCC expansion:** Convention Center liaison John Van Coutren gave an update on the progress of the center expansion. Van Coutren noted that rain and cold temperatures have now put the project about three weeks behind. The new date of completion is now July 15<sup>th</sup>. Van Coutren stated that the aesthetic changes on the inside are progressing nicely.

**VIII. New business:** Executive Director Schmidt passed out copies of the recommended objectives and newly created mission statement that were derived as a result of the CVA's strategic planning retreat held on February 19<sup>th</sup>. Ron Feeney made a motion to formally adopt the mission statement and objectives as stated. CVA Chair J.J. McLamb seconded the motion and it passed unanimously. As a result of the adoption, the CVB staff will work together to create action steps to accomplish the adopted goals.

Executive Director Schmidt shared that CVA member Scott Hucks would need to resign from the CVA board. Convention Center liaison John Van Coutren inquired about the current board requirements and whether they could be changed to allow for Executive Director Schmidt to recruit members for the board with diverse backgrounds and skill sets. Executive Director Schmidt said the he would inquire with Attorney Dave Holec to see if that was feasible. Van Coutren asked for Executive Director Schmidt to compile by-laws from other CVB's and send the current CVA by-laws to each board member.

**IX. Adjournment:** There being no further business, Bob Sheck made a motion to adjourn the meeting at 6:39pm. John Van Coutren seconded the motion which passed unanimously.

Respectfully submitted,



Hanna Magnusson  
Secretary