

**MINUTES OF THE**  
**PITT-GREENVILLE CONVENTION AND VISITORS AUTHORITY**  
**Executive Committee Meeting**

**February 10, 2015**

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its monthly Executive Committee meeting on Tuesday, February 15<sup>th</sup> at the CVB offices, 417 Suite#100 Cotanche St. in Greenville. Secretary Hanna Magnusson, Assistant Secretary Candace Hollingsworth, City Finance Officer Bernita Demery, Convention Center liaison John Van Coutren, and CVB Executive Director Andrew Schmidt were in attendance. CVA Chair J.J. McLamb, Vice-Chair Bob Sheck and City Manager Barbara Lipscomb were unable to attend this meeting due to conflicts.

1. In the absence of CVA Chair J.J. McLamb, Secretary Hanna Magnusson called the meeting to order at 12:23pm.
2. CVA Secretary Hanna Magnusson called for a motion to approve the January, 2015 CVA Executive Committee meeting minutes. CVA Assistant Secretary Candace Hollingsworth made a motion to approve the minutes. Convention Center liaison John Van Coutren seconded the motion. The vote was taken and was unanimous to approve the meeting minutes.
3. Executive Director Andrew Schmidt passed out a summary of activities for January of 2015. The activity report summarizes the occupancy tax receipts for the month, the CVA's advertising for the month, sales and services activity, lost business, upcoming business, client inquiries for the month, the CVB's web analytics and major highlights of the organization for January. CVA Secretary Hanna Magnusson noted that it would be a very positive development if the CVB would be in the position to help tournament directors find dates for their tournaments that did not conflict with other tournaments on that same date. Magnusson specifically cited the end of July of 2015 as a time that several tournaments were taking place simultaneously and that room nights would likely be displaced to other cities. Executive Director Schmidt stated that in his experience tournament planners are picking dates as early as December of the previous year and that it was hard to work around or change them once they are set. Schmidt agreed that is was a problem and that the CVB would work to change any dates that they could.
4. Executive Director Andrew Schmidt gave an update on the marketing activities that the bureau is currently engaged in. Schmidt showed the

basic aesthetic design of the new website with the committee members. Schmidt also reminded the group that the CVB will be utilizing the Everwonder network to help enhance the interactivity of the CVB's calendar of events section on the website. Schmidt also shared a short video of a new tool that is designed to assist with economic impact calculations. The tool gives specific information on the impact of events as it pertains to the current local economic information for Greenville and Pitt County. Schmidt mentioned that the state of North Carolina's Travel, Film and Sports Development Office is no longer affiliated with the NC Department of Commerce and does not assist with impact calculations. Convention Center liaison John Van Coutren felt that the CVB would benefit from such a tool and suggested that Executive Director Schmidt send a demo link out to all the CVA board members so they could weigh in on the issue.

5. Finance Director Bernita Demery gave an update on occupancy tax collections for the month of December. December's collections were up 21.08 percent over the same time last year. Demery reported that the occupancy tax levels were up 10.00% overall over the previous fiscal year. Executive Director Schmidt reminded all in attendance that beginning February 1<sup>st</sup> the CVA would begin receiving occupancy tax from On-line travel companies. Finance Director Demery also reviewed the CVA's budget schedule for the upcoming budget cycle. Demery handed out our current two-year budget and stated that any amendments must be given to the city by mid-April.
6. Finance Director Bernita Demery announced that the City of Greenville will not be utilizing the services for Martin & Starnes for the upcoming audit. Bids are currently out and Demery will update the CVA board once a decision has been made to retain a new company.
7. Executive Director Andrew Schmidt gave an update on the upcoming CVA Board retreat. Schmidt shared that the retreat will be facilitated by Al Glennon. The agenda for the retreat is complete and Schmidt will send a reminder to all board members to return pre-retreat surveys by Friday, February 13<sup>th</sup> in order to have time to formulate a workable SWOT analysis to be used at the retreat. A thank you dinner for the board will take place immediately after the retreat at Starlight Café.
8. Executive Director Andrew Schmidt showed an example of the new signage for the CVA offices. Convention Center liaison John Van Coutren and Finance Director Bernita Demery suggested that the sign be one that could light up. Executive Director Schmidt will contact Sign Works and let them know to include those capabilities in the quote.

9. Executive Director Schmidt announced that the CVB will be attending the NC Governor's Conference on Travel and Tourism in Pinehurst. Schmidt was also able to get a complimentary registration for a member of the Greenville Convention Center to attend. Schmidt said that he will be talking to conference planners about the possibility of having Greenville be the host destination in 2017.
  
10. Executive Director Schmidt gave an update on hiring a new sales manager. Schmidt said that they will be making an offer to an individual by the end of the week. All of the hiring panel were in agreement that this individual stood out and could make an immediate impact for the CVB.

There being no further business, CVA Secretary Hanna Magnusson made a motion to adjourn the meeting at 1:22pm. The motion was seconded by Candace Hollingsworth. The motion passed unanimously.

Respectfully submitted,  
Hanna Magnusson

A handwritten signature in cursive script, appearing to read 'Hanna Magnusson', with a long, sweeping flourish extending to the right.

Secretary