

Meeting Minutes  
Pitt Greenville Convention & Visitors Authority  
May 21, 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, Scott Hucks, Brad Mills, Chris Jenkins and CVB staff members Andrew Schmidt and Sierra Jones.

**Board members absent:** CVA Assistant Secretary Candace Hollingsworth, Dr. George Fenich, Beatrice Henderson, Scott Hucks, City Council liaison Rose Glover. Deputy Finance Officer Bernita Demery, County Commissioner liaison Tom Coulson, and GCC liaison John Van Coutren.

**I. Call to order:** CVA Chair J.J. McLamb called the meeting to order at 5:36pm.

**II. Approval of minutes:** Executive Director Andrew Schmidt passed out the minutes of the March 19<sup>h</sup> board meeting and asked board members to review to see of any changes needed to be made. Dede Carney made a motion to approve the minutes as presented. The motion was seconded by Bob Sheck and passed unanimously.

**III. Executive Director's report:** Executive Director Schmidt reported that the CVB staff had a staff retreat at the Topsy Teapot on May 4<sup>th</sup>. Schmidt explained that the day long retreat was meant to assist staff in putting together ideas and action plans to support the fulfillment of the objectives and goals that were developed at the CVA Board Retreat on February 19<sup>th</sup>. Schmidt distributed the results of the retreat in the form of the CVB's program of work for the next two years. During the month of June, staff will develop a marketing plan for a two year period that will be implemented on July 1<sup>st</sup>. Executive Director Schmidt also gave a summary of the CVA's activities for the month of April. The activity report summarizes the occupancy tax receipts for the month of March, 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:** In the absence of Finance Director Bernita Demery, Executive Director Schmidt gave the financial report. Schmidt announced that occupancy tax receipts were up in the month of March by 10.31%. For the current year, collections are up 10.56% over this time last fiscal year. Schmidt also requested that the board approve the current audit contract for the 2014-2105 fiscal year. Vice-Chair Bob Sheck made a motion to approve the audit contract and Scott Hucks seconded the motion which was approved unanimously. Lastly, Executive Director Schmidt reported that he had presented the CVA's budget to both the Pitt County Commissioners and the Greenville City Council. Both bodies accepted the budget and feedback was positive.

**V. Marketing update:** Sierra Jones, the CVB's communication assistant, gave a preview of the CVB's website which is scheduled to go live by June 1<sup>st</sup>. During the presentation, CVA Secretary Hanna Magnusson inquired whether the hotel and motel section could be altered to a more random format instead of alphabetically. Executive Director Schmidt stated that he would check into the possibilities with Red Shark. Schmidt also stated that he would inform the CVA Board when the site goes live so each board member can review and offer suggestions. Executive Director Schmidt announced that within the next year the bureau would like to have both a destination and sports marketing video completed. The bureau would also like to work on a meeting facilities video with their partners. CVB staff member Sierra Jones announced that Elizabeth Hudson, editor of Our State Magazine, will be coming for a familiarization tour of Greenville and Pitt County. The date of the visit will be June 15<sup>th</sup> and 16<sup>th</sup>. An itinerary for the visit is currently being finalized.

**VI. GCC expansion:** CVA Secretary Hana Magnusson gave an update on the progress of the center expansion. Magnusson stated that the center expansion is going well and the completion date is still scheduled for July 15<sup>th</sup>.

**VII. New business:** Executive Director Schmidt inquired with the board on whether they would like to have a full CVA board meeting during the month of July. Chair J.J. McLamb stated that in his opinion it would be difficult to get a quorum for July. Schmidt did mention that the June and August Executive Committee meetings would take place so if there was any particular issues that needed to be addressed that a special meeting could be called. Therefore, there will not be a full CVA board meeting in July.

Executive Director Schmidt announced that there would be a ribbon cutting for the new offices that would include the Superblock businesses as well on September 24<sup>th</sup>.

Executive Director Schmidt recognized Bob Sheck and Scott Hucks who were attending their last meeting as CVA Board members. Schmidt presented both Sheck and Hucks with a plaque and thanked them for their service to the CVA.

**VIII. Adjournment:** There being no further business, Bob Sheck made a motion to adjourn the meeting at 6:21pm. J.J. McLamb seconded the motion which passed unanimously.

Respectfully submitted,



Hanna Magnusson  
Secretary