

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

**August 11, 2015**

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its monthly Executive Committee meeting on Tuesday, August 11<sup>th</sup> at the CVB offices, 417 Suite#100 Cotanche St. in Greenville. CVA Chair J.J. McLamb, Vice Chair Hanna Magnusson, Secretary Candace Hollingsworth, City Finance Officer Bernita Demery, Convention Center liaison John Van Coutren, City Manager Barbara Lipscomb, City Council liaison Rose Glover and CVB Executive Director Andrew Schmidt were in attendance.

1. CVA Chair J.J. McLamb called the meeting to order at 12:12pm.
2. CVA Convention Center liaison John Van Coutren called for a motion to approve the June, 2015 CVA Executive Committee meeting minutes. CVA Chair J.J. McLamb seconded the motion. The vote was taken and was approved unanimously.
3. Executive Director Andrew Schmidt passed out a summary of activities for July 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 the month of July. Executive Director Schmidt also noted that there was now a section for staff education and immediate strong prospects that the bureau is working on bringing to Greenville. Convention Center liaison John Van Coutren suggested that future reports group prospects by market segment so the board can differentiate the types of business being sought after and booked by the bureau.
4. Executive Director Schmidt gave an update on the marketing activities that the bureau is currently engaged in. Schmidt updated the board on nine marketing activities that the staff will be involved in over the next month. Schmidt stated that the CVB has retained Evolve to begin the process of developing a destination video. Work on the video should begin by the end of August. Executive Director Schmidt also reported that the CVA hired photographer Duffy Healy to assist with putting together a photographic library of Greenville and Pitt County to be utilized for website content and to assist with putting together possible photo's to be part of the CVB's new collateral and exhibit. Vice-Chair Magnusson suggested that

we use this new collateral and video as just a starting point and expand on the tools and resources that the CVA could use to market the city and county. Finance Officer Demery suggested that the CVA Board use the next few months to identify such expenditures which could be part of the upcoming Capital Outlay budget for the next budget cycle and even plan for a 3-5 year time frame. Lastly, Schmidt reported that the recent Our State Magazine visit will result in two articles on the area. One article in December and another next August. The magazine is also entertaining the idea of coming to an ECU Football game to experience a game and tailgate.

5. Finance Director Bernita Demery gave an update on occupancy tax collections for the month of June. June's collections were up 6.61% over the same time last year. Demery reported that the year-end occupancy tax levels were up 9.56% overall over the previous fiscal year. Demery expressed her excitement that there may be a double digit increase over the previous year. Executive Director Schmidt reminded the Executive Committee that he did amend the budget for this current year to include the higher than anticipated increase in occupancy tax revenue.
6. Executive Director Schmidt gave an update on the vacant positions on the CVA Board. The Chamber of Commerce will be appointing Bianca Shoneman to our board to replace outgoing member Scott Hucks and Dr. George Fenich will be re-appointed by the City of Greenville to serve a full term on the board. CVA Chair J.J. McLamb has agreed to serve another term and will be re-appointed as well. Schmidt announced that Brad Mills will be joining the Executive Committee as the Assistant Secretary. Candace Hollingsworth has agreed to move into the Secretary role and Hanna Magnusson will replace outgoing Vice-Chair Bob Sheck as the new Vice-Chair. Schmidt stated that there was still one County position on the CVA Board that still needs to be filled and that he was working with Kelly Dixon with the County and chair J.J. McLamb on filling this position.
7. Executive Director Schmidt shared that the CVB was looking to buy 3 sets of temporary fencing to be used by sports tournament organizers that cannot currently utilize Boyd Lee Park for their youth softball tournaments as there is no fencing at the park. Schmidt said that the fencing would cost \$4,697.50 and that the fencing could be stored at Boyd Lee Park. Currently, ASA softball stands to bring 15 weekend events for 2016 if the fencing is available. Schmidt noted that the economic impact from those weekends would certainly off-set the initial investment for the fencing and also allow for the ability to market to other groups that need similar type set-ups.

8. Executive Director Andrew Schmidt reminded the board that they should be receiving audit questionnaires which need to be completed and returned as soon as possible. Finance Director Bernita Demery stated that since the CVA has a new audit firm for this year's audit, they will require more information than in previous years. In other new business, Schmidt mentioned that the State of North Carolina had released the County economic impact numbers for 2014 and that our area had a 4.01% increase in tourism expenditures over the previous year. Final tourism expenditures for 2014 were 213.91 million.

There being no further business, CVA Convention Center liaison John Van Coutren made a motion to adjourn the meeting at 1:00pm. CVA Secretary Candace Hollingsworth seconded the motion. The motion passed unanimously.

Respectfully submitted,  
Candace Hollingsworth

A handwritten signature in black ink, appearing to read "Candace Hollingsworth", with a long horizontal flourish extending to the right.

Secretary