

Meeting Minutes
Pitt Greenville Convention & Visitors Authority
September 10, 2015
CH Room 329

Board members present: CVA Chair J.J. McLamb, CVA Vice-Chair Hanna Magnusson, CVA Assistant Secretary Brad Mills, Dr. George Fenich, Chris Jenkins, GCC liaison John Van Coutren, Deputy Finance Officer Bernita Demery and CVB Executive Director Andrew Schmidt

Board members absent: CVA Secretary Candace Hollingsworth, Dede Carney, Beatrice Henderson, City Council liaison Rose Glover, County Commissioner liaison Tom Coulson, and Ron Feeney.

I. Call to order: CVA Chair J.J. McLamb called the meeting to order at 5:41pm.

II. Approval of minutes: Executive Director Andrew Schmidt passed out the minutes of the May 21st board meeting and asked board members to review to see if any changes needed to be made. John Van Coutren made a motion to approve the minutes as presented. The motion was seconded by Chris Jenkins and passed unanimously.

III. Executive Director's report: Executive Director Schmidt reported on the following activity within the bureau:

- Greenville has been awarded the 2017 Visit NC 365 Conference which was formally known as the Governor's Conference on Travel and Tourism. Dates are tentatively March 12-14.
- Ethelene Hardy Stover, the CVB's services manager, has been nominated for the Successful Magazine's CSM of the year
- The bureau is working with the ECU School of Hospitality Leadership to put together a Hospitality Ambassadors Program for both students and front-line employees.
- Shane Ryan, an independent travel writer who writes for such entities as ESPN, Dead spin and Our State Magazine, will be in Greenville for the Virginia Tech game. CVB staff is arranging a full day of activities and meeting for Mr. Ryan while he is here.
- Other important dates noted include the Horizon's Community Kick-off on September 14th, Quarterly meeting planner's luncheon in Raleigh on September 16th, Superblock Ribbon cutting on September 24th and the Visit NC Media Mission in Charlotte on September 28th.

Executive Director Schmidt also gave a summary of the CVA's activities for the month of August. The activity report summarizes the occupancy tax receipts for the month of July, the CVA's advertising for the month, sales and services activity, client inquiries for the month, website analytics and major highlights of the organization. CVA Vice Chair Hanna Magnusson asked for clarification for some of our economic impact figures as some impacts were higher than others that had longer conference dates. Executive Director Schmidt noted that some groups had a larger amount of day travelers which is calculated by the DMAI Economic Impact Platform that the bureau is now using to help with its impact figures.

IV. Treasurers report: Finance Director Bernita Demery gave the financial report. Demery announced that occupancy tax receipts were up in the month of July by 6.99% over the previous July. For the current year, collections are up 6.99% over this time last fiscal year. Demery also gave a final overview of the 2014-2015 fiscal year numbers. The final tax collections represented a 9.56% increase in collections over the previous year. Lastly, Finance Director Demery noted that the audit process continues and that representatives of the audit firm will be in Greenville over the next several weeks. She noted that due to the fact that this was a new audit company, more initial information would need to be provided.

V. Marketing update: Executive Director Andrew Schmidt announced that Evolve has been retained to help produce the CVB's first ever destination video. Production meetings have begun and the finished product is expected in late October or early November. Schmidt also reported that the CVB hired Duffy Healy from Distinctive NC to take hundreds of shots of Greenville and Pitt County. The purpose of the shoot was to increase the CVB's digital photo library for its new website and also to provide shots to choose from for the CVB's new display from the Holt Group. Schmidt noted Healy will be taking one more round of shots and then work on the display will begin.

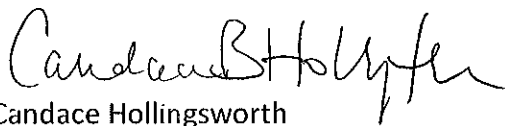
VI. Old: CVB Executive Director Schmidt gave an update on new CVA Board appointments. The Chamber of Commerce has appointed Bianca Shoneman, Executive Director of Uptown Greenville to our board. Bianca will begin her first meeting in January of 2016. Kenneth Ross has been recommended by Pitt County to be appointed to our board. The appointment is scheduled to be made before the month of September is complete. In addition, Hanna Magnusson has agreed to move into the CVA's Vice-Chair role due to the expiration of Bob Sheck's term and Brad Mills has agreed to serve on the executive board as Assistant Secretary. Candace Hollingsworth has moved into the Secretary role. On a final note of old business, Schmidt stated that the CVB has purchased temporary fencing that will allow for ASA Softball to hold games at Boyd Lee Park. The fence will be stored at Boyd Lee Park and Recreation and Parks staff will install the fencing when requested. There is the possibility of up to 21 weekends of softball to be played at Boyd Lee in 2016 due to the fence purchase.

VII. New business: Executive Director Schmidt informed the board that all city council meetings will now begin at 6pm. This will directly conflict with the CVA's future board meetings which have traditionally started at 5:30pm. GCC liaison John Van Coutren suggested that lunch meetings may be more practical and also help with absenteeism rates as board members often have conflicts after working hours. Van Coutren also suggested to Executive Director Schmidt

that the last 2015 meeting should be moved to a lunch time slot as well. Executive Director Schmidt will check on changing the time and will prepare a 2016 meeting schedule to be distributed at the November meeting. In other new business, Schmidt announced that there are now 27 Air Bnb's listed for Greenville on the Airbnb website. Schmidt suggested that the board may want to look into working with other organizations to put pressure on the legislature to have the airbnb's collect occupancy taxes in the future. GCC liaison John Van Coutren mentioned that VRBO's should also be on our radar. Lastly, Assistant Secretary Brad Mills stated that the Fairfield Inn, who has planned a small 65 room property across from the Holiday Inn Express, is taking a long time to get foundation work completed. He inquired if any other CVA board members know of any news of them stopping construction. None at the table knew of any plans to do so.

VIII. Adjournment: There being no further business, John Van Coutren made a motion to adjourn the meeting at 6:34pm. George Fenich seconded the motion which passed unanimously.

Respectfully submitted,

A handwritten signature in cursive script that reads "Candace Hollingsworth". The signature is written in black ink and is positioned to the right of the typed name.

Candace Hollingsworth
Secretary