

Meeting Minutes
Pitt Greenville Convention & Visitors Authority
November 12, 2015
Hilton-Villedge Restaurant

Board members present: CVA Chair J.J. McLamb, CVA Vice-Chair Hanna Magnusson, CVA Secretary Candace Hollingsworth, DeDe Carney, Dr. George Fenich, Kenneth Ross, Ron Feeney, GCC liaison John Van Coutren, Deputy Finance Officer Bernita Demery and CVB Executive Director Andrew Schmidt

Board members absent: Chris Jenkins, Beatrice Henderson, Bianca Shoneman, City Council liaison Rose Glover, County Commissioner liaison Tom Coulson, and CVA Assistant Secretary Brad Mills.

I. Call to order: CVA Vice Chair Hanna Magnusson called the meeting to order at 11:58am. At this time Executive Director Andrew Schmidt welcomed new CVA board member Kenneth Ross. Schmidt mentioned that Ross had served on our board several years ago.

II. Approval of minutes: Executive Director Andrew Schmidt passed out the minutes of the September 10th 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 George Fenich and passed unanimously.

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

- The CVB won two statewide awards at the NC Travel Industry Association annual meetings in Charlotte. Sierra Jones won the Rising Star Award and the CVB won best advertising campaign for medium sized bureaus.
- Greenville will host its first ever Rugby tournament at North Campus Crossing. The tournament is a D-2 college event.
- Chris Osburn, an international travel writer from the United Kingdom, recently spent the day with the CVB in his quest to learn more and write an article on ENC barbecue.
- Tarshi McCoy is participating in the Chamber Leadership Institute.
- The CVB is coordinating with the Visit NC office on the visitation of a German television crew to Pitt County that will be doing a documentary that focuses on the difference between eastern and western NC barbecue.

Executive Director Schmidt also gave a summary of the CVA's activities for the month of October. The activity report summarizes the occupancy tax receipts for the month of September, the CVA's advertising for the month, sales and services activity, client inquiries for the month, website analytics and major highlights of the organization. George Fenich complimented Schmidt on the new sales reporting structure but did suggest that he use the same colors to represent each market in each chart. Executive Director Schmidt stated that he would begin using consistent colors and thanked Fenich for meeting with him to help streamline the short-term and long-term reporting systems for the bureau.

IV. Treasurers report: Executive Director Andrew Schmidt gave the financial report. Schmidt announced that occupancy tax receipts were down in the month of September by 10.0% over the previous September. For the current year, collections are up 1.81% over this time last fiscal year. Schmidt noted that all the indicators from the STR report suggested that tax receipts should have gone up for the month of September. Upon further investigation, Schmidt found out from the Pitt County Tax Office that three of the hotels receipts were not included in the report. Two hotels had their checks returned by the post office and one hotel was late in paying. The tax should show up in the October numbers.

V. Marketing update: Executive Director Andrew Schmidt announced that the CVB's first ever destination video will be ready for preview on November 18th. The CVB has retained Evolve to help with the design of the CVB's new display. George Fenich shared with the rest of the board an article that the CVB collaborated on in Greenville Magazine. The article centered on Greenville and Pitt County as a retirement destination.

VI. Old Business: The CVA Board had asked Executive Director Schmidt to change the reporting structures of the activity reports. Schmidt shared that he has been working with George Fenich on this system not only for short term reports but also longer term reporting that will assist the board in following trends by market segment, time periods and room nights.

VII. New business: Jo Ann Honeycutt, Chair of the Village and Farm Museum Board, gave an update on the needs of the Village to obtain their certificate of occupancy so they can open to the public. GCC liaison John Van Coutren asked Mrs. Honeycutt if she was asking for funds from the CVA to assist with these projects. Mrs. Honeycutt responded that they would accept any help that the CVA could give. She also thanked Andrew Schmidt and Sierra Jones for their support in marketing the events that are taking place at the Village.

Executive Director Andrew Schmidt passed out a list of immediate marketing needs that would require a budget amendment to be approved by both the Pitt County Commissioners and Greenville City Council. Chair J.J. McLamb informed the board that the CVA Executive Committee has reviewed the projects and voted to recommend that Schmidt go forward with the amendment to the rest of the board. Dede Carney made a motion to approve the projects and the budget amendment request. George Fenich seconded the motion and it passed unanimously.

In other new business, Executive Director Andrew Schmidt passed out the 2016 CVA meeting schedule. He noted that all full board meetings will now take place over lunch to alleviate evening conflicts. Schmidt also announced that CVA Assistant Secretary Brad Mills would be resigning from the board as he is re-locating. Lastly, George Fenich shared a segment in the New Orleans newspaper called "Who's In Town." The segment shares with readers what conferences and events are currently in town. Fenich suggested that Schmidt see if a similar segment could be in the Daily Reflector. Schmidt stated that he will explore this possibility.

VIII. Adjournment: There being no further business, John Van Coutren made a motion to adjourn the meeting at 12:51pm. J.J. McLamb seconded the motion which passed unanimously.

Respectfully submitted,


Candace Hollingsworth
Secretary