

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

January 13, 2015

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its monthly Executive Committee meeting on Tuesday, January 13th at the CVB offices, 417-100 Cotanche St. in Greenville. CVA Chair J.J. McLamb, Vice-Chair Bob Sheck, Secretary Hannah Magnusson, Assistant Secretary Candace Hollingsworth, City Finance Officer Bernita Demery, Convention Center liaison John Van Coutren, City Manager Barbara Lipscomb and CVB Executive Director Andrew Schmidt were in attendance.

1. CVA Chair J.J. McLamb called the meeting to order at 12:21pm.
2. CVA Chair called for a motion to approve the October, 2014 CVA Executive Committee meeting minutes. CVA Executive Director Andrew Schmidt noted that the Executive Committee had not met in November due to Veterans Day or in December due to conflicting schedules. Vice-Chair Bob Sheck 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. Interim Executive Director Andrew Schmidt passed out a summary of activities for the month of December. 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 December. Schmidt noted that the NC Barbeque Society had added Greenville as a fourth school in the state. Schmidt stated that there is an excellent amount of press that goes along with these schools which is the big benefit to having one in our destination.
4. Executive Director Andrew Schmidt announced that the Bureau's new website was now under development with the goals of having a more aesthetically pleasing site along with greater functionality for its users. The initial look and design has been completed and the more arduous process of updating information has begun. The timeline for completion is by the end of March.
5. Executive Director Andrew Schmidt shared with the Executive Committee that the process for hiring a new sales manager was underway and

several initial phone interviews would take place on January 14th. Schmidt announced that he had asked Scott Senatore, Chamber president and Jeanette Keys from the Greenville Convention Center to assist him with the interview process. Convention Center liaison John Van Coutren suggested that it may be beneficial to find a candidate that could hit the ground running and had established relationships. Both CVA Secretary Hanna Magnusson and Convention Center liaison John Van Coutren urged that the new sales manager have goals with incentives attached for their pay. Executive Director Schmidt noted that the position had never had incentives before but thought that the board could authorize such an action as long as it was budgeted. Schmidt stated he will conduct more research on the issue to see what other bureau's offer in the way of incentive packages to their sales people.

6. Finance Director Bernita Demery gave an update on occupancy tax collections for the months of October and November. October's collections were up 31.78 percent and November's were up 6.65%. Schmidt was researching but was not entirely sure why October had such a large increase. Demery reported that the occupancy tax levels were up 8.46% overall over the previous fiscal year. Executive Director Schmidt mentioned that beginning February 1st the CVA would begin receiving occupancy tax from On-line travel companies as a result of a lawsuit that was won by Pitt County. At this point, Schmidt said there were no real estimates of how much this would bring in each month.
7. Finance Director Bernita Demery announced that the final audit for the CVA was completed and copies available for the Executive Committee. Demery reported that the CVA got the highest possible rating from Martin & Starnes.
8. Executive Director Andrew Schmidt gave an update on the new CVA offices. Schmidt stated the move went smoothly but some items were delayed such as the new furniture pieces and countertops for the workroom. Schmidt noted that signage for the building had been an issue and that he is working with the landlord and other building tenant to find a suitable place for new signage. Executive Director Schmidt asked that the Executive Committee support the office having an open house or sponsor a business before hours event with the Chamber once the new space had been completely finished and fully operational.
9. Convention Center liaison John Van Coutren gave an update on the progress of the center expansion. Van Coutren noted that weather and cold temperatures have held up a bit of the outside progress but that significant strides were being made on the aesthetic upgrades on the

inside. Overall the project is on schedule. Van Coutren also gave an update on the transition of the City Hotel & Bistro to a Holiday Inn. Van Coutren stated that work had begun and the Holiday Inn flag should be in place by May. The Holiday Inn will have 158 guest rooms and 12 studio apartments.

10. Executive Director Schmidt announced that the CVB will be participating in the NCTIA Legislative Day Meetings and Reception on February 4th in Raleigh. He will be bringing the basic message of the importance and impact that tourism has in our local economy. Schmidt also reminded the board of the upcoming Board Retreat on February 19th. Convention Center liaison John Van Coutren suggested that a questionnaire be sent to board members so all can think about priorities for the future of the CVA. Finance Director Demery emphasized financial planning and City Manager Lipscomb mentioned product growth. Executive Director Schmidt plans to put together a thank you dinner for the board after the retreat.

There being no further business, Vice Chair Bob Sheck made a motion to adjourn the meeting at 1:11pm. The motion was seconded by Hanna Magnusson. The motion passed unanimously.

Respectfully submitted,
Hanna Magnusson



Secretary