

Meeting Minutes
Pitt Greenville Convention & Visitors Authority
January 15, 2015

CH Room 329

Board members present: CVA Vice-Chair Bob Sheck, CVA Assistant Secretary Candace Hollingsworth, Dede Carney, Ron Feeney, Chris Jenkins, Dr. George Fenich, Brad Mills, City Council liaison Rose Glover, City Manager Barbara Lipscomb and convention center liaison John Van Coutren.

Board members absent: CVA Chair J.J. McLamb, CVA Secretary Hanna Magnusson, Deputy Finance Officer Bernita Demery, County Commissioner liaison Tom Coulson, Beatrice Henderson and Scott Hucks.

I. Call to order: CVA Assistant Secretary Candace Hollingsworth called the meeting to order at 5:41pm.

II. Approval of minutes: Executive Director Andrew Schmidt passed out the minutes of the November 19th, 2014 board meeting and asked board members to review to see if any changes needed to be made. CVA member Dede Carney 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 gave a summary of the CVA's activities for the month of December. The activity report summarizes the occupancy tax receipts for the month of October and November, 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 Finance Director Bernita Demery's absence, Executive Director Schmidt gave the Financial Report. Schmidt announced that occupancy tax receipts were up in the month of October by 31.78% over the collections from October 2013 and up 6.65% for the month of November over collections from November 2013. For the current year, collections are up 8.46% over this time last fiscal year. CVA member Ron Feeney noted that the large increase in October revenues could be in part due to the increase in ADR that many hotels have seen. Executive Director Schmidt announced to the board that beginning February 1st, on-line travel companies will begin paying occupancy tax. Executive Director Schmidt also gave an update on the 2013-2014 fiscal year audit. He reported that the CVA received the highest possible rating. Copies were made available to those board members who wanted one for their records.

V. Marketing update: Executive Director Andrew Schmidt revealed that the bureau's re-design of its website is on schedule. The aesthetic design has been completed and the staff is starting to work on the informational content. The final date of completion is the end of March.

Executive Director Schmidt updated the board on the hiring of a new sales manager. 1st round phone interviews have been completed and second round interviews will begin in early January. Part of the second round interviews will require candidates to create an informational presentation on Greenville. Schmidt has asked board member John Van Coutren to sit in on the interviews on behalf of the board. Schmidt stated there are five candidates for the second round of interviews.

VII. Office update: CVA Executive Director Andrew Schmidt gave an update on the CVA's new offices located at 417-100 Cotanche St. Schmidt stated that the new furniture had arrived and that crews are finishing small punchlist items. A cleaning contract has been awarded and the bureau staff members are utilizing E-tags for parking at a cost of \$75 per year per employee. City Manager Barbara Lipscomb mentioned that the new parking deck would be opening around February 21st which will make it easier for those visiting the new offices to park.

VIII. GCC expansion: 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.

IX. New business: Executive Director Schmidt announced that the CVB will be participating in the North Carolina Travel Industry Association Legislative Day events in Raleigh on February 3rd and 4th. Schmidt also reminded the CVA Board that we will be having a CVA Board Retreat on February 19th from 2:30pm until 5:30pm. Immediately after the event, there will be a CVA Board appreciation dinner with the location to be announced. Convention Center liaison John Van Coutren recommended a facilitator be utilized and can put Executive Director Schmidt in touch with an excellent person for that purpose. Convention Center liaison John Van Coutren announced that he had heard a new Fairfield Inn was coming to the area. CVA member Brad Mills confirmed this but did not know of a groundbreaking date. The proposed hotel is to have 73 rooms. Dr. George Fenich stated that the ECU School of Hospitality was likely being moved to the College of Business. He will update the group on the progress of the move at the next meeting. Lastly, Convention Center liaison John Van Coutren asked the board their opinions on having some type of New Year's Eve party on the Convention Center campus.

XII. Adjournment: There being no further business, CVA member John Van Coutren made a motion to adjourn the meeting at 6:43pm. Dede Carney seconded the motion which passed unanimously.

Respectfully submitted,



Hanna Magnusson
Secretary