

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

April 14, 2015

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its monthly Executive Committee meeting on Tuesday, April 14th at the CVB offices, 417 Suite#100 Cotanche St. in Greenville. Vice Chair Bob Sheck, Secretary Hanna 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. CVA Chair J.J. McLamb was unable to attend this meeting due to a conflict.

1. In the absence of CVA Chair J.J. McLamb, Vice Chair Bob Sheck called the meeting to order at 12:20pm.
2. CVA Convention Center liaison John Van Coutren called for a motion to approve the February, 2015 CVA Executive Committee meeting minutes. CVA Assistant Secretary Candace Hollingsworth seconded the motion. The vote was taken and was unanimous to approve the February, 2015 meeting minutes.
3. Executive Director Andrew Schmidt passed out a summary of activities for March 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 March. CVA Secretary Hanna Magnusson suggested that the report include the last three months of web analytics so that trends could be established and noted from that part of the report. Executive Director Schmidt stated that future reports would include a three month synopsis of web analytics and trends would be noted.
4. Executive Director Schmidt gave an update on the marketing activities that the bureau is currently engaged in. Schmidt stated that the new website was close to completion and the hope is that the launch will coincide with the beginning of Tourism Week which is the first week of May. Schmidt also reminded the group that the CVB will be utilizing the Everwonder network to help enhance the interactivity of the CVB's calendar of events section on the website. Executive Director Schmidt shared with the Executive Committee that his marketing staff along with

that of the Convention Center has a meeting with representatives of the Holt Group which represents Skyline Exhibits. Skyline representatives showed examples and gave suggestions regarding the latest looks and technologies of trade show exhibits. Schmidt stated that he would be visiting their exhibit showroom later in the week to solidify some decisions on future booth and exhibit purchases. Schmidt also mentioned that initial discussion with the city have begun regarding a destination video for Greenville and Pitt County.

5. Finance Director Bernita Demery gave an update on occupancy tax collections for the month of February. February's collections were up 4.51 percent over the same time last year. Demery reported that the occupancy tax levels were up 10.60% overall over the previous fiscal year. Finance Director Demery announced that the audit firm of Cherry Bekaert had been chosen to perform the City of Greenville's audit as well as the CVA's. Executive Director Schmidt mentioned that pre-audit activities had already begun and that he had supplied various requested information to the audit firm to begin the audit process.
6. Executive Director Andrew Schmidt gave an update on the new signage for the CVA offices. The sign has been manufactured and is at the Greenville Signs Now warehouse. The sign should be up no later than the third week of April as long as weather cooperates.
7. Executive Director Schmidt detailed his plans for a staff retreat which will take place May 4th. The goal of the retreat will be to formulate the appropriate action steps to accomplish the goals set by the CVA board at the February 19th strategic planning retreat.
8. CVB Director Andrew Schmidt gave an update on the CVA By-laws that stemmed from a conversation that took place at the last full CVA board meeting. The question was asked whether the requirements for board participation could be changed to make it easier to recruit future board members. Director Schmidt consulted with City Attorney Dave Holec and it was found that the positional requirements for the board are actually stipulated in the legislation that created the occupancy tax. Schmidt noted that since it was in the legislation the make-up of the board could not be altered unless the legislation is altered.
9. Executive Director Schmidt announced that the CVB had been awarded a citation from the NC Green Travel Office in Raleigh for its building design and office sustainability practices. Schmidt also shared that the CVB is now a member of DMAI. This will afford excellent educational

opportunities for CVB staff as well as provide the CVB with excellent networking opportunities.

There being no further business, CVA Convention Center liaison John Van Coutren made a motion to adjourn the meeting at 1:08pm. CVA Secretary Hanna Magnusson seconded the motion. The motion passed unanimously.

Respectfully submitted,
Hanna Magnusson

A handwritten signature in blue ink, appearing to read "Hanna Magnusson", with a long, sweeping flourish extending to the right.

Secretary