

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

June 9, 2015

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its monthly Executive Committee meeting on Tuesday, June 9th at the CVB offices, 417 Suite#100 Cotanche St. in Greenville. Secretary Hanna Magnusson, Assistant Secretary Candace Hollingsworth, City Finance Officer Bernita Demery, Convention Center liaison John Van Coutren, City Manager Barbara Lipscomb, CVB Executive Director Andrew Schmidt and CVB Intern Jessica Warren were in attendance. CVA Chair J.J. McLamb and Vice-Chair Bob Sheck were unable to attend this meeting due to a conflict.


1. In the absence of CVA Chair J.J. McLamb and Vice Chair Bob Sheck, CVA Secretary Hanna Magnusson called the meeting to order at 12:22pm.
2. CVA Convention Center liaison John Van Coutren called for a motion to approve the April, 2015 CVA Executive Committee meeting minutes. CVA Assistant Secretary Candace Hollingsworth seconded the motion. The vote was taken and was approved unanimously.
3. Executive Director Andrew Schmidt passed out a summary of activities for May 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 May.
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 now live and that the link was sent to all CVA Board members for their input. Initially, feedback has been very positive regarding the new site. Schmidt mentioned that one of the immediate needs would be to compile an excellent photo library to keep content fresh. The CVA is looking into the possibility of working with *Distinctive North Carolina* book photographer Duffy Healy to assist with putting together a photographic library for Greenville and Pitt County. Executive Director Schmidt shared with the Executive Committee that the Holt group has been retained to assist with the development of exhibit materials for future trade shows and exhibits. Schmidt showed some examples of what the CVB was thinking of in terms of utilizing technology within the exhibit booth. CVA Secretary Hanna Magnusson suggested moving as quickly as possible to

make final decisions on art-work for the exhibit materials since the next use of the materials would be in mid-September. Executive Director Schmidt stated that the 2015-2016 CVB Marketing plan had been completed and the he would send out an electronic copy to all board members for any feedback.

5. Finance Director Bernita Demery gave an update on occupancy tax collections for the month of April. April's collections were up 0.19 percent over the same time last year. Demery reported that the occupancy tax levels were up 9.47% overall over the previous fiscal year. Demery expressed her excitement that there may be a double digit increase over the previous year. City Manager Barbara Lipscomb inquired where the extra funds would go since the tax revenues were higher than expected. Executive Director Schmidt stated that the budget was amended from the original forecast and budgeted with a 6% increase. Any additional funds above and beyond the 6% would become added to the fund balance.
6. Executive Director Andrew Schmidt gave an update on the CVB's efforts to attract the North Carolina Governor's Conference on Travel and Tourism to Greenville. Schmidt shared that the CVB has received a Request For Proposal to host the conference in 2017 and would be reaching out to hospitality partners to gauge their interest level.
7. Executive Director Schmidt demonstrated the CVB's newest tool which is the DMAI Economic Impact Calculator. The platform will allow for much more detailed economic information to be derived from the meetings and events that take place in Greenville and Pitt County.
8. Executive Director Schmidt stated that the board need two new members as Bob Sheck's appointment will expire in July and Scott Hucks will be resigning. Schmidt will work with CVA Chair JJ McLamb to identify new individuals that may be willing to serve.

There being no further business, CVA Secretary Hanna Magnusson made a motion to adjourn the meeting at 1:25pm. CVA Assistant Secretary Candace Hollingsworth seconded the motion. The motion passed unanimously.

Respectfully submitted,
Candace Hollingsworth



Secretary