

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

**October 12, 2015**

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its monthly Executive Committee meeting on Tuesday, October 13<sup>th</sup> at the CVB offices, 417 Suite#100 Cotanche St. in Greenville. CVA Chair J.J. McLamb, Vice Chair Hanna Magnusson, Secretary Candace Hollingsworth, Assistant Secretary Brad Mills, Convention Center liaison John Van Coutren and CVB Executive Director Andrew Schmidt were in attendance. City Finance Director Bernita Demery was unable to attend.

1. CVA Chair J.J. McLamb called the meeting to order at 12:18pm.
2. CVA Chair J.J. McLamb called for a motion to approve the August, 2015 CVA Executive Committee meeting minutes. Convention Center liaison John Van Coutren seconded the motion. The vote was taken and was approved unanimously.
3. Executive Director Andrew Schmidt passed out a summary of activities for September 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 the month of September. Schmidt noted that this was the first time that the new sales staff had generated bookings that totaled over \$1 million dollars in economic impact for the city. Convention Center liaison John Van Coutren inquired how close the economic numbers were to the old formula that was utilized. Schmidt replied that the news system it takes into account many different variables regarding the piece of business and uses a multiplier that is about .4% less than the old method of calculation. Van Coutren asked Schmidt if he could get pricing information on the DMAI Economic Impact Calculator for GCC staff to consider. Schmidt replied that he would do so and report back. CVA Secretary Magnusson inquired on the lost business report what the CVB was doing to generate materials to help market Greenville and make it a more attractive destination. Executive Director Schmidt replied that the CVB is working to finish its destination video. Magnusson also suggested that more collateral be developed to help market the area and that it may be necessary to speed the process up by asking for additional funds from reserve so that the CVB does not have to wait for the new budget cycle.

Lastly, Schmidt stated that he had meet with Dr. George Fenich to discuss an easier reporting system for sales activities. Schmidt noted that they met for over an hour and hammered out some different scenarios for reporting sales, market segment and economic impact activity. Executive Director Schmidt passed out an example of a bookings report that he intends to begin utilizing for the November reports. Convention Center liaison John Van Coutren suggested that percentages be used in any graphing or charts that are generated.

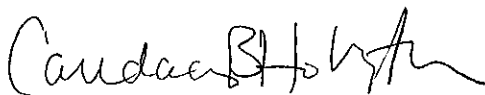
4. Executive Director Schmidt gave an update on the marketing activities that the bureau is currently engaged in. Schmidt stated that the CVB's first ever destination video is close to completion and that he hopes to have a final product to show to the board at the November 12<sup>th</sup> meeting. Work on the video should begin by the end of August. Executive Director Schmidt also reported that the CVA is continuing their work on a new display and is waiting for the convention center to finish its photography of the additions and aesthetic up-fit before proceeding with the reverse side. Center liaison Van Coutren stated that they have had pictures completed and to approach Evolve about obtaining shots. Executive Director Schmidt shared with the Executive board that *Our State Magazine* will be sending travel writers to work with CVB staff to write an article about the game day experience in Greenville. Assistant Secretary Brad Mills suggested that we maximize on the game day experience in all ways possible since ECU has the strongest football program in the state of North Carolina.
5. In the absence of Finance Director Bernita Demery, executive Director Andrew Schmidt gave an update on occupancy tax collections for the month of August. August's collections were up 8.84% over the same time last year. Schmidt reported that current occupancy tax levels were up 7.90% as compared to this time last year. Executive Director Schmidt reported that he had completed all the requests from the auditors and that the bureau should receive the results of the audit sometime in November.
6. Executive Director Schmidt announced to the Executive Committee that the last board meeting of the year would be a lunch meeting which will be held at the Villedge restaurant inside the Hilton. Schmidt also remarked that he was working on 2016 dates for board meetings and will schedule those as lunch meetings as well. Dates for 2016 will be distributed at the November meeting. Schmidt also mentioned that he and Finance Director Bernita Demery were beginning to work on Capital Project ideas for the next two year budget cycle. Schmidt stated that he felt signage was a priority and that the Mayor had approached him about this as well. Schmidt also mentioned that the Village and Farm Museum would like to

come to the November meeting and request funding for their efforts in our next budget year. Vice-Chair Hanna Magnusson stated that she felt marketing and promotional efforts should be included in future capital project expenditures and inquired whether it would be possible to ask for additional funds in this budget year so marketing efforts could move more quickly. Schmidt stated that it would require a budget amendment and that he had been advised that this type of action is rare and generally frowned upon by the city. Chair JJ McLamb asked Executive Director Schmidt if he could come up with an estimated amount of what it would cost to get the marketing materials up to date and to distribute a list to the executive committee within a week. Schmidt stated he could and would distribute an amount to the committee. Schmidt concluded by asking the executive committee to share any other ideas that they might have for future projects to help make Greenville and Pitt County a more marketable destination.

7. Executive Director Schmidt shared that the CVB staff would be conducting a quarterly retreat designed to check where we are as a staff and how effectively we are carrying out our marketing plan. The four hour retreat will take place on October 20<sup>th</sup>. Schmidt also passed out information that indicated that Airbnb properties have begun to pay occupancy taxes. Lastly, Schmidt revealed that GUC in partnership with Electricities will be hosting consultants from Deloitte Consulting. Deloitte Consulting will be touring Greenville and Pitt County to learn more about our area. Deloitte is a firm that recommends to its investors what cities are ripe for investment of infrastructure. The CVB offices will host a continental breakfast for the working group on October 23<sup>rd</sup>. Lastly, Executive director Schmidt mentioned he would like to have the CVA acquire two tickets to ECU sporting activities to use for clients and promotions. GCC liaison Van Coutren suggested talking with IMG to arrange a trade out.

There being no further business, CVA Convention Center liaison John Van Coutren made a motion to adjourn the meeting at 1:22pm. CVA Secretary Candace Hollingsworth seconded the motion. The motion passed unanimously.

Respectfully submitted,  
Candace Hollingsworth



Secretary