

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

December 8, 2015

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its monthly Executive Committee meeting on Tuesday, December 8th at the CVB offices, 417 Suite#100 Cotanche St. in Greenville. Vice Chair Hanna Magnusson, Secretary Candace Hollingsworth, Convention Center liaison John Van Coutren City Finance Director Bernita Demery and CVB Executive Director Andrew Schmidt were in attendance. City Finance CVA Chair J.J. McLamb was unable to attend.

1. CVA Vice Chair Hanna Magnusson called the meeting to order at 12:17pm.
2. CVA Vice Chair Hanna Magnusson called for a motion to approve the November, 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 the summary of activities and sales and marketing reports for November of 2015. The activity report summarizes the occupancy tax receipts for the month, the CVA's advertising for the month, sales and services activity and the number of destination inquiries for the month. An item of note that Schmidt shared was the results from the CVB's digital campaign with WNCT. These results were clearly visible in the website statistics report when comparing September, October and November.

The sales and marketing report summarizes sales activity, monthly bookings, strong prospects, upcoming business and lost business. Schmidt noted to the Executive Committee that for the first time this fiscal year there was more association based strong prospects than athletic. Vice-Chair Magnusson inquired why Greenville had lost the Mid-Atlantic Mosquito and Vector Control Association bid. Schmidt noted that it was due to the association not wanting to pay any room rental. Magnusson asked for a copy of the bid and Schmidt stated he was forward it to her.

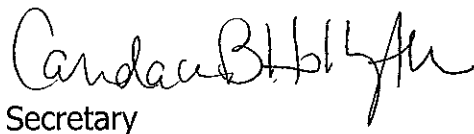
4. Executive Director Schmidt gave an update on the marketing activities that the bureau is currently engaged in. Schmidt then showed the CVB's completed destination video. Schmidt also shared with the Executive Committee pictures of their new exhibit and ancillary materials. Schmidt

stated that the exhibit materials were scheduled to arrive in the afternoon and be utilized for the upcoming AENC Trade Show. Schmidt also noted that more marketing projects will be underway pending the City's approval of the current budget amendment for the 2015-2016 fiscal year budget.

5. Finance Director Bernita Demery, executive Director Andrew Schmidt gave an update on occupancy tax collections for the month of October. October's collections were up 6.45% over the same time last year. Schmidt reported that current occupancy tax levels were up 3.17% as compared to this time last year. Executive Director Schmidt added that the CVA's audit had been completed and the organization had a clean report. Schmidt stated that hard copies of the report were available to anyone who had an interest in reading it. Demery asked Schmidt to please send her a PDF version of the audit for her records.
6. Executive Director Schmidt reported on the progress of the budget amendment request. Schmidt announced that he appeared at the Pitt County Commissioners meeting and that the amendment passed without him having to make any presentation to the Commissioners. Schmidt said that the amendment is to be considered via consent agenda on Thursday, December 10th and that he would attend in case any questions arose from the council.
7. Executive Director Schmidt shared that he had spoken with Chairman McLamb and that it was decided to inquire with CVA board member Dr. George Fenich to see whether he was interested in serving on the Executive Committee. Schmidt will approach Fenich and report back to Chairman McLamb.

There being no further business, CVA Convention Center liaison John Van Coutren made a motion to adjourn the meeting at 1:12pm. CVA Secretary Candace Hollingsworth seconded the motion. The motion passed unanimously.

Respectfully submitted,
Candace Hollingsworth


Secretary