

Meeting Minutes
Pitt Greenville Convention & Visitors Authority
March 17, 2016
Atavola Market Café
Greenville, NC

Board members present: CVA Chair J.J. McLamb, CVA Secretary Candace Hollingsworth, CVA Assistant Secretary Dr. George Fenich, DeDe Carney, Pitt County Commissioners liaison Charles Farley, Kenneth Ross, Bianca Shoneman, Ron Feeny, Deputy Finance Officer Bernita Demery, and CVB Executive Director Andrew Schmidt

Board members absent: Beatrice Henderson, CVA Vice-Chair Hanna Magnusson, CVA City Council liaison Rose Glover and GCC liaison John Van Coutren.

I. Call to order: CVA Chair JJ McLamb called the meeting to order at 11:45am.

II. Approval of minutes: Executive Director Andrew Schmidt passed out the minutes of the January 21st board meeting and asked board members to review to see if any changes needed to be made. Kenneth Ross made a motion to approve the minutes as presented. The motion was seconded by Chairman J.J. McLamb and passed unanimously.

III. Executive Director's report: Executive Director Schmidt reported on the following activity within the bureau:

- The CVB recently returned from attending the 2016 Visit NC 365 Conference and hosting the closing lunch. The conference will be in Greenville March 19-21, 2017.
- Tarshi McCoy received her Certified Hospitality Sales Professional designation in February. Gray Workman was named one of ECU's 40 under 40 award winners.
- The CVB is running its first program for area front-line employees to learn more about the area and participate in hospitality training. The program is called the Greenville Tourism Ambassadors Program and will take place on three different days in April. Graduates of the program will be honored at the CVB's Tourism Week luncheon on May 3rd at the Hilton.
- The Association Executives of North Carolina announced that Greenville will be the host destination for their annual meeting in July of 2018.

Executive Director Schmidt also gave a summary of the CVA's activities for the month of February. The activity report summarizes the occupancy tax receipts for the prior month, the CVA's advertising for the month, sales and services activity, client inquiries for the month, website analytics and major highlights of the organization. Schmidt was happy to announce that February bookings set an all-time record for both the number of groups booked in one month, room nights and estimated economic impact. Schmidt did highlight that the CVB did lose one piece of business due to what the potential clients deemed as a "non-walkable" convention center district. CVA Assistant Secretary George Fenich asked about utilizing transportation from the hotels to the Uptown District to give attendees that walkable experience. Bianca Shoneman said that she would have an interest in a possible loop between the Uptown District and the convention center district. Schmidt noted that the Jolley Trolley was quite expensive to utilize and thought that something different would have to be used if a loop was to be established.

IV. Treasurers report: Deputy Finance Officer Bernita Demery gave the occupancy tax report. Demery announced that occupancy tax receipts were down in the month of January by 0.54% over the previous January. For the current year, collections are up 2.41% over this time last fiscal year. Ron Feeney stated that wintry weather during the third week of January hurt business as most of the state was not able to travel due to icy roads. Feeney did state that most of the business had been rescheduled.

V. Marketing update: Executive Director Andrew Schmidt reported that the CVB was currently working on two major marketing projects for the spring. The first is a meeting and events video that will be produced by Evolve. Schmidt stated that they were currently in the process of setting up shoot locations and that he hoped that video would be complete by mid-May. Schmidt also revealed that the bureau is working with Evolve to come up with individual marketing materials for each target market the bureau is seeking business from. Lastly, Schmidt gave an overview of the tradeshow and organizational events that the bureau will be involved with during the month of March and April.

VI. Old business: Executive Director Schmidt announced that he is working to fill both of the CVA's board openings. Dede Carney inquired about the interest level in working with the CVA board. Schmidt stated that two hoteliers have expressed an interest and that he is working to find out which can apply for the county opening and which can apply for the city opening.

VII. New business: Executive Director Schmidt shared the proposed 2016-2018 fiscal year budget with the full board stating that it has been through both the Executive Committee's established budget committee and voted for recommendation by the Executive Committee itself. Schmidt passed out several supporting documents for the budget to help clarify any questions that the full CVA Board might have. At 12:13pm, Bianca Shoneman made a motion to go into closed session. CVA Assistant Secretary George Fenich seconded the motion and it passed unanimously.

At 12:39 pm, Bianca Shoneman made a motion to come out of closed session and CVA Assistant Secretary George Fenich seconded the motion. It passed unanimously.


CVA Assistant Secretary George Fenich made a motion to approve the 2016-2018 budgets which includes an agreed upon salary increase for staff and the Executive Director. Kenneth Ross seconded the motion and it passed unanimously.

In other new business, Schmidt gave an overview of the CVB sales staff incentive plan that he was directed to put together by the full board. Schmidt passed out details on the plan and verified with CVA Assistant Secretary George Fenich that the incentive is based on group rooms booked that are verified in contractual status. Schmidt also noted that the plan did include first time bookings as well as repeat bookings although once a meeting planner is comfortable with a venue and they want to re-book another year they rarely will go through the CVB again. Schmidt did affirm that he had reviewed the plan with the CVB sales personnel and also has the approval of the city's human resources director. Assistant Secretary George Fenich made a motion to approve the sales incentive plan for the next two years. Bianca Shoneman seconded the motion and it was approved unanimously.

In the last portion of new business, Schmidt stated that it was time to approve the yearly audit contract. Finance Director Demery gave an overview of the contract which will become effective July 1st. The total cost of the audit is \$10,000. Bianca Shoneman made a motion to approve the audit contract. Dede Carney seconded the motion and it passed unanimously.

VIII. Adjournment: There being no further business, Dede Carney made a motion to adjourn the meeting at 12:57pm. Bianca Shoneman seconded the motion which passed unanimously.

Respectfully submitted,


Candace Hollingsworth
Secretary