

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

May 10, 2016

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its monthly Executive Committee meeting on Tuesday, May 11th at the CVB offices, 417 Suite#100 Cotanche St. in Greenville. Vice Chair Hanna Magnusson, Secretary Candace Hollingsworth, CVA Assistant Secretary Dr. George Fenich, City Finance Director Bernita Demery and CVB Executive Director Andrew Schmidt were in attendance. CVA Chair JJ McLamb, Convention Center liaison John Van Coutren, County Commissioner liaison Charles Farley and City Council Liaison Rose Glover were unable to attend.

1. CVA Vice-Chair Hanna Magnusson Chair called the meeting to order at 12:16pm.
2. CVB Executive Director Andrew Schmidt passed out the meeting minutes from the March, 2016 Executive Committee meeting. After reviewing, CVA Secretary Candace Hollingsworth made a motion to approve the minutes. CVA Assistant Secretary George Fenich seconded the motion but did direct Schmidt to correct a few grammatical errors prior to having the minutes officially signed. The vote was taken and passed unanimously.
3. Executive Director Andrew Schmidt passed out the monthly activity reports for the month of April. The organizational report discusses the advertising for the month, reviews website statistics, social media and press exposure, staff educational opportunities, summarizes the convention services provided and looks at visitor traffic and inquiries. CVA Assistant Secretary George Fenich requested that the website statistics compare year over year statistics and not simply look at the last three months of activity. Schmidt replied that this format was requested by Vice-Chair Hanna Magnusson. Vice-Chair Magnusson agreed with Fenich and stated that since the website has been in place close to a year it would be good to look at year over year statistics to review trends and gauge how well promotional opportunities were working or not working. Schmidt said that he will change the format for the next meeting.

The sales and marketing report summarizes the sales activity for the month, number of leads generated, number of bookings, the economic impact of those bookings, lists immediate strong prospects and shows upcoming business in the near future. The report also breaks down the

above information by market segment. Assistant Secretary George Fenich felt that it would be helpful for both the Executive Committee and CVA Board if Schmidt would include booking conversion rates in his reports. Schmidt stated he would begin doing that. Vice-Chair Magnusson asked about the status of the GOP statewide event for 2018 and if Greenville was still in the running. Schmidt replied that Greenville was still in the running but he was concerned about their tendency to look at central locations. CVA Secretary Candace Hollingsworth asked about the C-vent lead that involved Wal-Mart and why they would be here for the length of time the lead specifies. Schmidt replied he had not gotten any definitive information as to why they would be here and asked the committee to share any information with him that they might hear. Magnusson also requested that the CVA staff copy leads to her when they involve the GCC campus.

4. Executive Director Schmidt gave an update on the major marketing projects that the CVB is currently involved in. Work is progressing on the marketing collateral pieces for both the sports and meetings market. Shooting has also begun on the meetings and events video as well as the sports destination video. Schmidt stated the he hoped to share concepts at the next Executive Committee meeting in June. Schmidt also detailed the May marketing events for the committee which included eight major events and trade shows.
5. Finance Director Bernita Demery gave the occupancy tax report. Demery announced that collections for the month of March were up 14.98% versus collections for the previous March. Overall, Demery reported that collections are 4.51% ahead of last year.
6. Executive Director Schmidt gave an update on the CVA board openings. Currently, there are two openings. Schmidt also shared that Candace Hollingsworth will be rotating off in July and has served six years on the CVA board. Both Montga Stegall from the Courtyard by Marriott and Kowee Trusdale have applied to be on our board. Schmidt said that since Rose Glover is home recovering from some health issues she has not been available to appoint new members since she has had to miss council meetings. Finance Director Demery stated that Ms. Glover should be back attending council meetings in June. Executive Director Schmidt mentioned that he would approach Ms. Glover regarding appointments once she was back attending council meetings.

7. In new business, Executive Director Schmidt said that he would be presenting the 2016-2018 year budgets to city council on Thursday, May 12th and to the Pitt County Board of Commissioners on May 20th.

Executive Director Andrew Schmidt passed out a copy of the Greenville Convention Center's marketing budget for the 2016-2017 year. Schmidt explained that the inter-local agreement mandated that the GCC's marketing budget be approved by the CVA board since the funds came from the occupancy tax. Upon review, several questions arose regarding the decrease in amounts promotions and the increase in wages. Vice Chair Magnusson reasoned that the decreases were mainly due to the higher amounts in the past year with launching a new website and other promotional events since the convention center went through its additions and aesthetic changes. CVA Assistant Secretary stated that since the full board must approve it might be helpful to have a GCC representative at the full board meeting to help answer questions before their budget is voted on. Executive Director Schmidt said that he would arrange for a GCC representative to be present at the full board meeting.

Executive Director Andrew Schmidt shared that the CVB and its colleagues would be taking part in the NC Travel Industry Association Legislative Day to try and relay the implications that HB 2 is having on the tourism industry. To dates, two tournaments have cancelled due to the bills passing.

In the last area of new business, Schmidt stated the he will be asking for CVA members to join him over the summer to update the CVA's by-laws. Schmidt noted that the last update was in 2003.

There being no further business, CVA Assistant Secretary George Fenich made a motion to adjourn the meeting at 1:19pm. CVA Secretary Candace Hollingsworth seconded the motion. The motion passed unanimously.

Respectfully submitted,
Candace Hollingsworth



Secretary