

Meeting Minutes  
Pitt Greenville Convention & Visitors Authority  
May 19, 2016  
Villedge Restaurant  
207 SW Greenville Blvd.  
Greenville, NC

**Board members present:** CVA Chair J.J. McLamb, CVA Secretary Candace Hollingsworth, CVA Assistant Secretary Dr. George Fenich, DeDe Carney, Kenneth Ross, Bianca Shoneman, Ron Feeney, Deputy Finance Officer Bernita Demery, GCC liaison John Van Coutren, CVB Executive Director Andrew Schmidt, Greenville Convention Center CEO Rhesa Tucker, and CVB intern Allison Johnson

**Board members absent:** CVA Vice-Chair Hanna Magnusson, Pitt County Commissioners liaison Charles Farley, CVA City Council liaison Rose Glover and Beatrice Henderson.

**I. Call to order:** CVA Secretary Candace Hollingsworth called the meeting to order at 11:37am.

**II. Approval of minutes:** Executive Director Andrew Schmidt passed out the minutes of the March 17<sup>th</sup> board meeting and asked board members to review to see if any changes needed to be made. Bianca Shoneman made a motion to approve the minutes as presented. The motion was seconded by George Fenich and passed unanimously.

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

- The Association Executives of North Carolina will hold their board retreat in Greenville May 25<sup>th</sup> and 26<sup>th</sup>. Fourteen of the sixteen board members are meeting planners and Schmidt stated they had an evening in Uptown planned for the evening of May 25<sup>th</sup>.
- Tarshi McCoy graduated from the Chamber Leadership Institute on May 9<sup>th</sup>.
- The CVB graduated its first 11 Tourism Ambassadors at their National Tourism Week luncheon on May 3<sup>rd</sup>.
- The CVB will begin working on its first annual year-end report to distribute to the board and stakeholders. The goal is to have the report available by late summer.
- The CVB has begun developing an RFP for its upcoming sports facility feasibility study.
- Planning for the Visit NC 365 conference scheduled for Greenville March 15<sup>th</sup> through the 17<sup>th</sup> will begin at the end of May. Several hospitality stakeholders are invited to this initial meeting.

Executive Director Schmidt also gave a summary of the CVA's activities for the month of April. 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 did highlight the Greenville lost another piece of business due to the lack of walkability within the convention district itself. Schmidt state that many planners feel that there are not enough hospitality options within walking distance and that they worry about the safety of crossing Greenville Boulevard. 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. Schmidt stated this is the third month in a row that business was lost due to that reason. Dede Carney inquired about the possibility of transportation from the GCC campus to the Uptown District and other parts of the city like Arlington Village. Bianca Shoneman stated that she sits on the parking and transportation commission and said that this issue was on their radar as well as trying to provide transportation from Vidant as well. Executive Director Schmidt wondered if this is something that could be started on a limited basis. Schmidt will explore this possibility further to see if there are others around the community that may be willing to partner in providing transportation options for our city.

**IV. Treasurers report:** Deputy Finance Officer Bernita Demery gave the occupancy tax report. Demery announced that occupancy tax receipts were up in the month of March by 14.98% over the previous March. For the current year, collections are up 4.51% over this time last fiscal year. Executive Director Schmidt noted that the recent STR report indicated positive numbers for April but that the official report would not be out until the last week of May.

**V. Marketing update:** Executive Director Andrew Schmidt reported that the CVB was currently working on four marketing projects to assist in selling Greenville and Pitt County. The first is a meeting and events video and that shooting has begun and should wrap up with the United Methodist Conference in mid-June. Schmidt also revealed that shooting has started for the sports destination video. In addition, mock ups have been shown for the meetings and events collateral piece and that work is expected to be completed before the CVB attends that annual AENC meeting in July. Lastly, a collateral piece for sports is currently in the developmental stage. Schmidt said that he will share the work with the board once it is completed. Executive Director Schmidt also reviewed the bureau's future sales activities for the rest of the month of May and June.

**VI. Old business:** 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 which would fill the hotel owner/operator slots. With Candace rotating off, another position will be open and Janis Steele with the Recreation and Wellness office has expressed interest. 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. Ms. Council is scheduled to return in June. Bianca Shoneman has agreed to serve on the Executive Committee to replace Candace Hollingsworth after she rotates off.

**VII. New business:** Executive Director Andrew Schmidt asked CVA Secretary Candace Hollingsworth to come forward and be recognized for her six years of service on the CVA board of directors. Schmidt presented Hollingsworth with a plaque and thanked her for all of her dedication to the board.

Executive Director Schmidt gave an update on the budget process for the CVA. Schmidt shared that he had presented the 2016-2018 budgets to the City Council last Thursday and would be presenting to the Pitt County Commissioners on Friday, May 20<sup>th</sup>. Schmidt stated that thus far the budget has been well-received.

In other new business, Executive Director Andrew Schmidt stated that the Greenville Convention Center's marketing budget was up for approval by the CVA board. Schmidt explained that under the inter-local agreement, the CVA is required to review and approved the yearly marketing budget for the center. Rhesa Tucker, CEO of the Greenville Convention Center passed out the budget. George Fenich inquired about the sharp rise in the salary line item. Tucker explained that this was due to new personnel. The GCC hired an additional individual last year and now that the expansion is complete plans to hire another sale staff member. Finance Director Demery asked about the drop in the promotional line item. Tucker stated that an influx of funds was needed for re-branding with the expansion and now that this was completed, those funds were not necessary in the following year's budget. George Fenich made a motion to approve the 2016-2017 GCC marketing budget. Ron Feeney seconded the motion and it passed unanimously.

In the last portion of new business, Schmidt stated that two tournaments have pulled their business from Greenville due to the NC House Bill 2 law. Chair McLamb stated that the University is having a difficult time bringing artists to the city due to the law and that there is a possibility that the NCAA Golf Tournament Regionals that ECU is to host may not come.

**VIII. Adjournment:** There being no further business, Dede Carney made a motion to adjourn the meeting at 12:47pm. Candace Hollingsworth seconded the motion which passed unanimously.

Respectfully submitted,

  
Candace Hollingsworth  
Secretary