

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

June 16, 2016

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its monthly Executive Committee meeting on Thursday, June 16th at the CVB offices, 417 Suite#100 Cotanche St. in Greenville, N.C. Secretary Candace Hollingsworth, CVA Assistant Secretary Dr. George Fenich, Convention Center liaison John Van Coutren, City Finance Director Bernita Demery, City Manager Barbara Lipscomb, County Commissioner liaison Charles Farley and CVB Executive Director Andrew Schmidt were in attendance. CVA Chair JJ McLamb, Vice Chair Hanna Magnusson, and City Council Liaison Rose Glover were unable to attend.

1. CVA Secretary Candace Hollingsworth called the meeting to order at 12:17pm.
2. CVB Executive Director Andrew Schmidt passed out the meeting minutes from the May, 2016 Executive Committee meeting. After reviewing, CVA Convention Center liaison John Van Coutren made a motion to approve the minutes. CVA Secretary Candace Hollingsworth seconded the motion. The vote was taken and passed unanimously.
3. Executive Director Andrew Schmidt passed out the monthly activity reports for the month of May. 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. Executive Director Schmidt noted that a change was made on this report. The change involved how the website stats are presented. The report now shows the year over year comparison of the web statistics as requested by CVA Assistant Secretary George Fenich. 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 meeting market segment. Executive Director Schmidt noted another change on the report format involving leads. At the request of CVA Assistant Secretary George Fenich, conversion rates of leads to bookings are included in the report.

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 continues on the meetings and events video as well as the sports destination video. Executive Director Schmidt stated that the CVB's app and website have added a visitors "deals" section that gives users links to special restaurant deals in the area. The program does require the user to show their hotel room key in order to get the discount. Schmidt also detailed the summer marketing activities and gave a brief synopsis of the CVB's efforts to attract more orientation parents to the visitor's center to learn about Greenville and Pitt County. Lastly, Schmidt mentioned that he will be working on a year-end report that will also be used as a marketing piece to help educate the public on the role of the CVB in the community.
5. Finance Director Bernita Demery gave the occupancy tax report. Demery announced that collections for the month of April were up 14.92% versus collections for the previous April. Overall, Demery reported that collections are 5.51% ahead of last year. Assistant Secretary George Ferich asked if there was anything in particular that helped to push the occupancy levels up. Schmidt noted that Greenville hosted its first ASA national qualifier and that it had an impact on most of the hotels in the city. Convention Center liaison John Van Coutren shared that May was a good month as well.
6. Executive Director Schmidt gave an update on the CVA board openings and will likely be another in July. Rose Glover is now back attending City Council meetings and she is scheduled to re-appoint Hanna Magnusson for a second three year term to the CVA board. She will also be appointing Monta Stegall, GM of the Courtyard by Marriott to fill an open county hotel owner/operator slot for the CVA board. Schmidt reported that the term for Beatrice Henderson would expire in July and that this is a County position that he will work on filling. Schmidt also shared that Bianca Shoneman had agreed to fill the Secretary position that is being vacated as Candace Hollingsworth is rotating off the board. Her first meeting will be in August.
7. In new business, Executive Director Schmidt stated that the RFP to study a potential sports complex in Greenville had been completed and initially sent to four vendors. The vendors include OAN, Huddle Up Group, Sports Advisory Group and Systemize. Additional vendors may be sought if there is not an adequate response to the Request for Proposal.

Executive Director Andrew Schmidt shared that the CVB would be hosting two travel writers on June 22nd. One is from Edible New York and the other is from Bit and Grain Magazine. Their focus will be on barbecue.

Executive Director Andrew Schmidt stated that the CVA was now members of the Southeast Tourism Society. STS is a non-profit organization dedicated to the promotion and development of tourism throughout the Southeast United States that focuses on Education, Advocacy, Recognition Networking, and consumer marketing.

In the last area of new business, Schmidt stated the he will be filing his CDME application over the summer. The CDME program is run through DMAI and is a three year program to become a Certified Destination Management Executive.

There being no further business, CVA Secretary Candace Hollingsworth made a motion to adjourn the meeting at 1:08pm. CVA Secretary Assistant Secretary George Fenich seconded the motion. The motion passed unanimously.

Respectfully submitted,
Candace Hollingsworth

A handwritten signature in black ink that reads "Candace Hollingsworth". The signature is written in a cursive style with a large initial "C" and "H".

Secretary