

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

August 9, 2016

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its monthly Executive Committee meeting on Tuesday, August 9th at the CVB offices, 417 Suite#100 Cotanche St. in Greenville, N.C. CVA Chair J.J. McLamb, CVA Secretary Dr. George Fenich, CVA Assistant Secretary Bianca Shoneman, Convention Center liaison John Van Coutren, City Finance Director Bernita Demery, County Commissioner liaison Charles Farley and CVB Executive Director Andrew Schmidt were in attendance. Vice Chair Hanna Magnusson and City Council Liaison Rose Glover were unable to attend.

1. CVA Chair J.J. McLamb called the meeting to order at 12:12pm. Executive Director Schmidt welcomed Bianca Shoneman as the newest member of the CVA Executive Committee.
2. CVB Executive Director Andrew Schmidt passed out the meeting minutes from the June, 2016 Executive Committee meeting. After reviewing, CVA Secretary Dr. George Fenich made a motion to approve the minutes. CVA Chair J.J. McLamb 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 July. 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 new statistic was now included on the website report that tracks the new users for the month versus returning visitors. 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 shared the year end statistics with the committee. Schmidt reported that the sales staff met 81% of their goal generating over 9.3 million dollars in economic impact. Schmidt noted that for every dollar the CVB spent in fiscal year 2015-2016, the return on investment was \$11.61.

4. Executive Director Schmidt gave an update on the major marketing projects that the CVB is currently involved in. Shooting continues on the meetings and events video. The sports destination video is waiting to shoot the NC Senior Games event in September before production wraps up. Schmidt noted that the meetings and events collateral piece should be ready for the fall season. Schmidt also detailed the August to mid-September marketing activities noting that staff would be participating in numerous trade shows and one media mission. Lastly, Schmidt mentioned that the CVB had started a quarterly newsletter for the sports market that will be distributed to both local sports enthusiasts and also sports planners and rights holders.
5. Finance Director Bernita Demery gave the occupancy tax report. Demery announced that collections for the month of June were up 4.76% versus collections for the previous June. Overall, Demery reported that collections for the 2015-2016 fiscal year finished 5.06% ahead of the collections for the 2014-2015 fiscal year. Schmidt reminded the Executive Committee that the budget was calculated on a 4% increase so the extra funds collected would go back into the CVA reserve account.
6. Executive Director Schmidt gave an update on the CVA board openings. Montga Stegall, the General Manager of the Courtyard by Marriott has been appointed to take Candace Hollingsworth's spot. Schmidt reported that both Beatrice Henderson and Ron Feeney have resigned from the board. Ms. Henderson cited conflicts within her schedule and Mr. Feeney has relocated to Charlotte. John Van Coutren is now the GM at the Hilton and will apply for the CVA board. The General Manager from the Holiday Inn has also expressed in interest which will fill all of the board's owner/operator board member requirements. Schmidt noted that a new convention center liaison would need to be appointed to serve on both the Executive Committee and attend full board meetings as a non-voting board member. In other old business, Schmidt said that he is continuing to work on the CVB's first ever year-end-report and that it is his hope to have this completed and published by the September 15th full board meeting. Lastly, Schmidt said that he will work to get the by-laws committee together for about 1 ½ hours over the next week or two to have recommendations for any changes ready for the next full board meeting.
7. In new business, Executive Director Schmidt stated that the CVB has selected CSL International to conduct the sports study to see if construction of a multi-use sports complex is feasible. The consultants will also look at what type of facility should be built along with the possible return on investment. County Commissioner liaison Charles Farley asked

where the funds for the study would come from. Executive Director Schmidt stated that the funds were budgeted and that the Committee of 100 has committed to pay \$5,000 dollars towards the study. CVA Convention Center liaison reminded the rest of the Executive Committee that the assessment of our current and future sports tourism efforts are part of the CVB's strategic plan.

Executive Director Andrew Schmidt shared that the CVB will be partnering with IMG College to co-sponsor their hospitality tent at Pirate home football games. The purpose of the sponsorship will be to entertain clients as well as inform locals about what the CVB's mission and goals are.

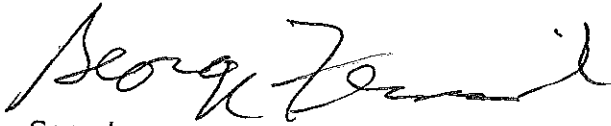
Executive Director Schmidt announced that the North Carolina League of Municipalities have chosen Greenville as the destination for their 2017 annual convention. The dates will be September 20-22, 2017. Schmidt also shared that planning is underway for the Visit NC 365 conference that Greenville is hosting. Dr. George Fenich is the board liaison participating on the planning committee.

Executive Director Schmidt informed the Executive Committee that an investor would like to bring an expansion team to Greenville as part of the Coastal Plain League Expansion. For this to happen, there would need to be some upgrades made to Guy Smith Stadium and Schmidt shared the he thought the city would look to the CVA to help pay for those costs. Schmidt told the Executive Committee that in his opinion it was not a tourism project as there are only 28 home games, visiting teams do not stay in our hotels and players stay with host families. Schmidt did say that he thought it would be a good amenity for the city to have the team here and help with the perception that our destination is growing and well rounded. Schmidt said it would certainly give those visiting our destination in the summer an extra activity to participate in. Schmidt said he will continue to keep the committee up to date on the progress of the possible expansion.

In the last area of new business, Schmidt asked the executive Committee if they would like to combine the meetings on September 13th and 15th since they were only two days apart. CVA Finance Director Bernita Demery suggested that the Executive Committee meet at 11:00 on the 15th of September just prior to the full board meeting as the only business that will likely require Executive Committee approval would be any by-law changes that the by-laws committee may come up with. The committee agreed and the next Executive Committee meeting will take place 30 minutes prior to our regular full board meeting on September 15th.

There being no further business, CVA Chair J.J. McLamb made a motion to adjourn the meeting at 1:11pm. CVA Convention Center liaison John van Coutren seconded the motion. The motion passed unanimously.

Respectfully submitted,
Dr. George Fenich

A handwritten signature in black ink, appearing to read "George Fenich". The signature is written in a cursive style with a large initial "G".

Secretary