

Meeting Minutes
Pitt Greenville Convention & Visitors Authority
September 20, 2016
Holiday Inn
203 SW Greenville Blvd.
Greenville, NC

Board members present: CVA Chair J.J. McLamb, CVA Assistant Secretary Bianca Shoneman, DeDe Carney, Montga Stegall, Deputy Finance Officer Bernita Demery, GCC liaison John Van Coutren, CVB Executive Director Andrew Schmidt, CVA City Council liaison Rose Glover and Tyler McDowell.

Board members absent: CVA Vice-Chair Hanna Magnusson, CVA Assistant Secretary Dr. George Fenich, Pitt County Commissioners liaison Charles Farley, and Kenneth Ross.

I. Call to order: CVA Chair JJ McLamb called the meeting to order at 11:46am. Executive Director Andrew Schmidt recognized Montga Stegall, the General Manager of the Courtyard by Marriott, as a new member of the CVA board and thanked him for volunteering to be part of the board.

II. Approval of minutes: Executive Director Andrew Schmidt passed out the minutes of the May 19th 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 Dede Carney and passed unanimously.

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

- CSL International completed their first visit to Greenville on September 7th and 8th as part of their sports study for our area. Bill Krueger and Joel Feldman met with two groups, completed a site visit of all current sports facilities and interviewed over 15 individuals during their two-day visit.
- The CVB will begin activities for its second Tourism Ambassadors class on September 22nd. The program will be similar to the spring of 2016 program. Eleven individuals are enrolled in the second TAP class.
- 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 is co-sponsoring a hospitality tent with IMG marketing during home football games. The goal is to reach and talk to as many individuals about tourism as well as invite current and future clients to the tent and game.

Executive Director Schmidt also gave a summary of the CVA's activities for the month of August. 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 bureau staff was involved in over 22 marketing activities during the month of August which is usually a slower month for DMO's. In addition, Convention Services Manager Ethelene Hardy-Stover provided 37 groups with a variety of services during the month of August.

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 July, 2016 by 6.36% over the previous July. For the current year, collections are up 6.36% over this time last fiscal year. Executive Director Schmidt also noted that the 2015-2016 audit of the CVA was underway and should be completed by early November. CVA Chair J.J. McLamb requested that we get an update of the CVA's surplus/fund balance to update our reserve records. Executive Director Schmidt stated that he had already requested that figure for the audit and would pass it along once he had it.

V. Marketing update: Executive Director Andrew Schmidt reported that the CVB has completed two of the four major marketing initiatives and are awaiting final edits before unveiling them. The two that are completed are the Sports Destination Video and Meetings and events collateral pieces. One more facility remains to shoot on the meetings and events video and the sports marketing collateral piece is 75% complete

VI. Old business: Executive Director Schmidt stated that the by-laws committee would meet on September 26th at 10:00am at the CVB offices. Schmidt shared that he had met with Assistant County attorney Jordan Smith to discuss and learn what in the by-laws can be altered and what items could not. Schmidt and the committee will share their recommendations from this meeting at the October 9th Executive Committee meeting.

In other old business, the CVB's first annual report has been completed is currently being printed. Executive Director Schmidt stated that all board members would receive a copy of the report in the mail in early October.

VII. New business:

Executive Director Schmidt shared that the CVB is looking at publishing a comprehensive visitor's guide. Schmidt showed the current visitors guide which fits the specifications for the NC Visitors Center and is not costly to mail. However, most destinations have a more comprehensive guide that is given to visitors once they arrive and are available at various hospitality related distribution points. Schmidt said it would be a costly guide but that the CVB would sell ads to defray most of the cost. Dede Carney asked if it was possible to partner with another magazine that is already currently printed like impressions. Bianca Shoneman weighed in by saying that she thinks that a digital version is important. City Council liaison Rose Glover stated that she travels all over and she very much likes having something that she can have in her hands and read at her leisure. Executive Director Schmidt announced that he would look at

several different options and come back to the Executive Committee in October with more information.

In other new business, Executive Director Andrew Schmidt gave an update on the timeline of the sports study by CSL international. Schmidt announced that CSL will complete its study before the holidays and then schedule a trip to Greenville to address city council and a few other stakeholder groups in early January prior to the City Council's workshop.

VIII. Adjournment: There being no further business, J.J. McLamb made a motion to adjourn the meeting at 12:44pm. Bianca Shoneman seconded the motion which passed unanimously.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "George Fenich".

Dr. George Fenich
Secretary