

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

October 25, 2016

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its monthly Executive Committee meeting on Tuesday, October 25th at the CVB offices, 417 Suite#100 Cotanche St. in Greenville, N.C. CVA Chair J.J. McLamb, Vice Chair Hanna Magnusson, CVA City Finance Director Bernita Demery, County Commissioner liaison Charles Farley, Dr. George Fenich and CVB Executive Director Andrew Schmidt were in attendance. CVA Assistant Secretary Bianca Shoneman, Convention Center liaison John Van Coutren and City Council Liaison Rose Glover were unable to attend.

1. CVA Chair J.J. McLamb called the meeting to order at 12:09pm.
2. CVB Executive Director Andrew Schmidt passed out the meeting minutes from the August, 2016 Executive Committee meeting. After reviewing, CVA chair J.J. McLamb made a motion to approve the minutes. CVA Vice-Chair Hanna Magnusson 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 September. 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. 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 that September bookings were quite low. The CVB only booked three meetings and their economic impact combined was less than \$60,000. Schmidt did state that many of the groups that staff thought would book in September have actually booked in October. Executive Director Schmidt reported that to date in October over 12 meetings, tournaments and events have already been booked so the low numbers from September will be balanced out in October.
4. Executive Director Schmidt gave an update on the major marketing projects that the CVB is currently involved in. Schmidt reported that work

has been completed on both the sports and meetings and events video and final edits are being put in place for the meetings and sports collateral pieces. Schmidt stated that CVB staff will have the opportunity to see the finished products for the first time on October 31st. Schmidt continued that after the October 31st preview, there would be time to make final suggestions and changes to each of these pieces. Schmidt said that it was his hope to share all the marketing pieces at the full CVA board meeting on November 17th. In addition, Executive Director Schmidt covered major fall marketing activities that would take place for the rest of the year.

5. Finance Director Bernita Demery gave the occupancy tax report. Demery announced that collections for the month of August were up 10.09% versus collections for the previous August. Overall, Demery reported that collections for the 2016-2017 fiscal year are currently 8.20% ahead of the collections for the 2015-2016 fiscal year. Schmidt said that they September collections should be out within the week and that he would share those numbers with the Executive Committee when they came in.
6. Executive Director Schmidt gave an update on the CVA board. CVB Executive Director Andrew Schmidt reported that he had been informed by Valarie Paul with the city that Diane Taylor had been appointed to the board to fill the expired term of Dr. George Fenich. Schmidt continued that he informed Ms. Paul that his term had not expired and sent her a copy of the appointment which was dated June of 2015. CVA Chair J.J. McLamb said that he also had spoken with Ms. Paul. As it was clear that there was a mistake made, Chairman McLamb suggested to Paul that the city reverse the appointment so that Dr. Fenich could continue his work on the CVA board. Ms. Paul told Chairman McLamb that this was out of her control. Chairman McLamb shared that he now has a call into Dave Holec to see what steps can be taken to rectify the situation. Executive Director Schmidt apologized to Dr. Fenich and recognized that his participation on the board is extremely valuable and that other CVB's across the country pay consultation fees for his services. Schmidt continued that he hoped to have some type of resolution prior to the next Executive Committee meeting on November 8th.

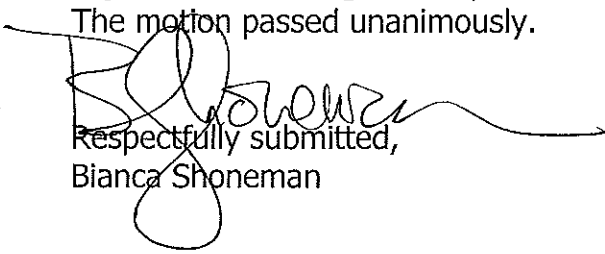
In other old business, Executive Director Schmidt shared that the by-laws committee, which consists of County Commissioner liaison Charles Farley, Convention Center liaison John Van Coutren, Finance Director Bernita Demery and Executive Director Andrew Schmidt met on September 26th. Schmidt passed out the changes that the committee had discussed Finance Director Demery stated that she would like to make some additional changes some of the language in section 5 and that she will

forward information to executive Director Schmidt on those changes. After additional discussion, it was agreed that the other changes that the by-laws committee felt were necessary to enact were agreeable to the Executive Committee. However, since there were a few more changes in language that Finance Director felt was necessary, there was not a vote by the Executive Committee to recommend the by-law changes to the full CVA Board of Directors.

In a last bit of old business, Executive Director Schmidt gave an update on the progress of the sports study being conducted by CSL. Schmidt stated that most of their research has been completed with the exception of a local survey which is set to launch in mid-November. Schmidt shared that CSL will give an update on their progress via conference call sometime in the beginning of December and plan to a final presentation to City Council and other key stakeholders in early to mid-January.

7. In new business, Executive Director Schmidt stated that the CVB was looking into the possibility of creating a comprehensive visitors guide. Schmidt stated that all of our competitors had a comprehensive guide that gave a detailed summary of the area's hospitality offerings and infrastructure. Schmidt also noted that the current visitors guide did not give detailed information but was designed to drive visitors to the CVB website and were used mainly at visitors center's across the state. Vice-Chair Magnusson expressed a concern over cost and felt that it may be more prudent to look at a digital version of a guide. She also expressed a concern regarding the amount of time it would take to produce a guide and sell advertising to support the guide. Schmidt replied that there may be some partnership opportunities that would help with both expense and time that he would explore and bring further details to the Executive Committee at a later time.

There being no further business, CVA Chair J.J. McLamb made a motion to adjourn the meeting at 1:00pm. CVA Vice-Chair seconded the motion. The motion passed unanimously.


Respectfully submitted,
Bianca Shoneman

Secretary