

Meeting Minutes  
Pitt Greenville Convention & Visitors Authority  
November 17, 2016  
Hilton Greenville  
207 SW Greenville Blvd.  
Greenville, NC

**Board members present:** CVA Chair J.J. McLamb, CVA Vice-Chair Hanna Magnusson, CVA Secretary Bianca Shoneman, DeDe Carney, Montga Stegall, Kenneth Ross, Tyler McDowell, Deputy Finance Officer Bernita Demery, Pitt County Commissioners liaison Charles Farley, GCC liaison John Van Coutren, CVB Executive Director Andrew Schmidt

**Board members absent:** Diane Taylor and City Council liaison Rose Glover

**I. Call to order:** CVA Chair JJ McLamb called the meeting to order at 11:44am. Executive Director Andrew Schmidt recognized Tyler McDowell, the General Manager of the Holiday Inn, 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 September 20<sup>th</sup> board meeting and asked board members to review to see if any changes needed to be made. County Commissioner liaison Charles Farley indicated that he would like the minutes to reflect that his absence was an excused absence. Executive Director Schmidt stated that he would make the change prior to the minutes being signed. Bianca Shoneman made a motion to approve the minutes as presented. The motion was seconded by John Van Coutren and passed unanimously.

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

- The CVB's destination video won best public relations campaign video for the state of North Carolina as voted by the NC Travel Industry Association. At the same meeting, Gray Workman won the Destination Rising Star award which honors a statewide CVB employee that has just started in the industry and has made a large impact on his or her bureau.
- The CVB was selected as one of Convention South's Magazine's Readers Choice recipients for North Carolina which marks the Greenville-Pitt County CVB as one of the best CVB's in the state.
- Diane Taylor has been appointed to the CVB board. She replaced Dr. George Fenich who has rotated off after filling two un-expired terms. Since Dr. Fenich served un-expired terms, he is eligible for re-appointment.

- The North Carolina League of Municipalities has selected Greenville as their host destination for their 2017 conference. The dates will be September 20-23, 2017.
- Planning continues for the Visit NC 365 Conference which will take place in Greenville March 19-21, 2017.

Executive Director Schmidt also gave a summary of the CVA's activities for the month of October. 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 noted that all bookings were from the athletic market but that 76% of the current strong prospects were from the association market. Convention Center liaison John Van Coutren inquired on whether the Convention Center staff and the CVB staff had taken steps to identify those association groups that had set meeting rotation patterns of west, central, east across North Carolina. Executive Director Schmidt stated to his knowledge there was not a database of such associations but will look into the matter further and agreed that this would be an excellent strategy to increase association business.

**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 September, 2016 by 32.86% over the previous September. For the current year, collections are up 15.62% over this time last fiscal year. Executive Director Schmidt explained that the main reason for such a large increase is that two hotels had difficulty submitting their checks in September of 2015 and that their September receipts were not reflected until October, 2015. Schmidt said that as a result the October, 2016 receipts would likely be less than last October and compared the event to a "correction" that the stock market would see. Schmidt reported that the October, 2016 report should be available within the next seven days.

Executive Director Schmidt also noted that the 2015-2016 audit of the CVA is wrapping up and that hard copies of the full audit report should be available by the end of the month. Schmidt said that he has seen the preliminary data and that everything looks as it should with no apparent issues during the audit process.

**V. Marketing update:** Executive Director Andrew Schmidt stated that the new meetings and events video had been completed. Schmidt showed the video to the board and stated that it would be utilized by sending it to all meetings prospects interested in looking at Greenville and Pitt County as a possible meeting location. The video will also run alongside the CVB's destination video at tradeshow. Schmidt also reported that the meetings collateral piece had been finished and was currently at the printer. Lastly, Schmidt stated that after reviewing the sports destination video, he requested that some additions in both types of sports and diversity be added before reviewing it again sometime in early December. Schmidt also reported that final edits are being made to the sports collateral piece. A final mock-up of that piece should be ready for approval in early December as well.

**VI. Old business:** Executive Director Schmidt stated that the by-laws committee had met and completed their recommendations. At the October 25<sup>th</sup> Executive Committee meeting

members agreed with the changes. However, Finance Director Demery requested an opportunity to change the language in the treasurer section. Schmidt stated that he and Demery had not yet had a chance to meet but would do so prior to the next Executive Committee meeting on December 13<sup>th</sup> so that the Executive Committee can make a recommendation to the full board on all by-law changes. These changes will be considered at the January 19<sup>th</sup> full CVA board meeting.

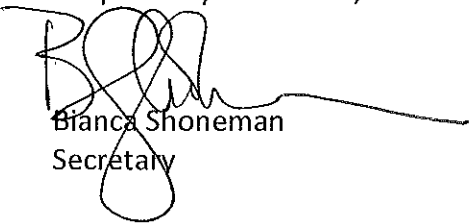
In other old business, Executive Director Schmidt shared that the research phase of the CSL Sports Study was almost complete. Currently, there is a local survey out for individuals to weigh in on what they think the needs are for Greenville and Pitt County regarding a possible sports complex. Schmidt noted that CSL will give an update on their research findings via conference call on December 12<sup>th</sup>. A full presentation to the Greenville City Council is tentatively scheduled for January 9<sup>th</sup>.

**VII. New business:**

Executive Director Schmidt passed out the 2017 CVA Full Board and Executive Committee meeting schedule. Schmidt emphasized that the schedule was subject to change. All Executive Committee meetings would be held at the CVB offices and Full Board meetings would rotate to different venues within Greenville.

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

Respectfully submitted,



Bianca Shoneman  
Secretary