

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

Tuesday, August 27, 2024

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its August 2024 Executive Committee meeting on Tuesday, August 27, 2024, at the CVB offices. CVA Chair Diane Taylor, CVA Vice-Chair Candace Hollingsworth, Convention Center liaison Rhesa Tucker, City Financial Services Director Jacob Joyner, City Council liaison Matt Scully, and Executive Director Andrew Schmidt were in attendance. CVA Secretary Bri Lester and County Commissioner Chris Nunnally were unable to attend.

I. Call to order CVA Chair Diane Taylor called the meeting to order at 12:18pm.

II. Approval of Minutes CVB Executive Director Andrew Schmidt reviewed the meeting minutes from the February 20, 2024, CVA Executive Committee meeting. After reviewing, CVA Convention Center liaison made a motion to approve the minutes. CVA Vice Chair Candace Hollingsworth seconded the motion. The vote was taken and passed unanimously.

III. Executive Directors Report Executive Director Andrew Schmidt gave an update on recent CVA activities:

- Schmidt shared that Joshua Meeks, the CVB's new sales and services assistant, has completed his first month with the organization. Schmidt asked Meeks to introduce himself to the Executive Committee. Meeks explained his new role with the CVB and Schmidt added that the overall goal for Josh was to bring added value to the groups meeting in Greenville while increasing the amount of marketing tools through pictures and videography.
- Schmidt reported that now that the CVB has moved upstairs, the office will be working to establish a true visitors center for our destination. Schmidt said that the new visitor center hours, which will start after Labor Day, will be from 9am to 4pm Monday through Friday. Ethelene and Vera will be splitting their hours to cover this time.
- Schmidt was excited to share that Visit Greenville, NC and the Greenville Convention Center will be hosting three high profile events in the coming year. They include the American Planning Association, (NC Chapter) The North Carolina League of Municipalities, and the North Carolina Association of County Commissioners.

- Schmidt gave an update on the two new hotels under construction. The Hilton Garden Inn is slated to have a soft opening in December and be fully operational at the beginning of January. The Staybridge Suites have begun taking reservations for stays after December 18th.
- Schmidt informed the CVA Executive Committee that Visit Greenville, NC will be helping to promote and participate in the City of Greenville's 250th anniversary Celebration. The event will be held on October 4th from 5pm until 8pm at Five Points Plaza. The event will include live music, vendors, family friendly activities, and a beer garden.

IV. Financial Report

Occupancy tax: July occupancy tax collections totaled \$168,092.98. July 2024 collections were 16.66% higher than collections in July of 2023. For the year-end, 2023-2024 occupancy tax collections were 8.36% higher than collections during the 2022-2023 fiscal year. Revenues were \$118,485.98 higher than forecasted. This equates to a \$78,990.65 overage for the CVB and \$39,495.32 for the Greenville Convention Center.

Year to date: Schmidt reported that expenditures year to date was 13.4 % of the yearly budget. Schmidt said that budget should not exceed 16.6% before the end of August. Schmidt highlighted two-line items that have significant expenditures. Schmidt explained that funds had been encumbered for many projects for the year, especially in the areas of tourism development and advertising, so that it why they have a high expended rate.

Cash balance: Currently, the CVA has an operational balance of \$1,482,051. \$1,099,387 of those funds are for CVA operations and \$382,452 is earmarked for GCC marketing. The Capital Reserve account currently as a balance of \$3,461,980. Schmidt asked if the GCC Pedestrian Plaza upgrades had already been subtracted from the totals and Jacob Joyner replied yes. Convention Center liaison Rhesa Tucker said that the full completion of the Pedestrian Plaza was scheduled for early April 2025.

V. Old business Schmidt shared that City Council liaison Matt Scully made three re-appointments to the CVA board at the City's August 7th City Council meeting. They were Chamika White, Dr. Brenda Fairfax, and Aileen Peacock. Schmidt stated that there were still two positions that needed to be filled with the departures of Ken Ross and Christie Jahn. Schmidt said City Council liaison Matt Scully will recommend Staci Moye to County Commissioner liaison Chris Nunnally for appointment in place of Ken Ross. Schmidt also mentioned that Brittany Parker, Director of Sales for the Renaissance and Homewood Suites, is interested in serving in Christie Jahn's spot. She will be filling out the County's talent bank form this week. Chairwoman Taylor suggested that we make sure that we have a full pipeline of applicants for our board that fit into the different classifications so

when we are in time of need, we will not have to search for board members. In a last piece of board business, Schmidt shared that CVA Assistant Secretary Bri Lester has agreed to step into the Secretary's role with the departure of Ken Ross. Schmidt will consult with Chairwoman Taylor to vet a few board members who might be willing and able to move into the position of CVA Assistant Secretary.

VI. New business

2024-2025 Program of Work: Executive Director Schmidt mentioned that the 2024-2025 CVA Program of Work would be sent out to the full board the first week of September. He stated that he and the staff meet individually and then in groups to form the document. Schmidt reminded that this was the document that is now used in place of the sales and marketing plan that the CVA used to develop. The document will be the road to follow for the current fiscal year although Schmidt stated that it is fluid and changes would be made based on new knowledge or changing economic conditions.

Visitors Center: Executive Director Schmidt mentioned that as part of the creation of a visitors' center that he would like to sell Greenville and Pitt County merchandise to the visitors and the public. Schmidt asked the Executive Committee their thoughts. Both Chairwoman Taylor and Convention Center liaison Tucker thought that this was a good idea as the number of places to purchase Greenville-Pitt County related items including postcards were limited. After Executive Director Schmidt inquired about point-of-sale possibilities, Finance Director Joyner said that since a POS system would be used of City IT infrastructure, that department would be involved. Joyner asked Schmidt to send him an e-mail about this subject. City Council liaison Scully said that its possible to start small and with a simple square. He stated that he works with a company that gives you the equipment to get started. Schmidt said that there was an interest in this by the Executive Committee, he would bring this up at the full board meeting. Schmidt mentioned that this was a project that would likely not come to fruition until the spring so there was time to explore options.

CVB Van: Executive Director Schmidt shared that he would like to look at the possibility of getting a logo wrapped minivan for travel for CVB staff. He stated that other CVB's have this and its not only a good marketing tool but can save money since individual CVB travel is reimbursed at a rate of .67 per mile. Schmidt continued that he has asked other CVB's that have vehicles to give him an idea of cost so he can do a cost-benefit analysis. Chairwoman Taylor said that if the CVB did have a vehicle, it should be used for local travel as well. Convention Center liaison Tucker stated this would also be a good use for site visits in our community. Schmidt stated that he will continue to research and bring back additional data to the full board when he had obtained it.

Sports Task Force: Schmidt announced that he had been chosen to chair the Greenville-Pitt County sports complex task force. The task force, which has over 40 members, has had its first. Meeting. Schmidt stated that it was spirited with a lot of strong

personalities that are part of the committee. The first meeting gave a 30,000-foot overview of where we are with sports tourism and a synopsis of what the original study concluded. The next meeting will be on September 17th.

Closed business item: Executive Director Schmidt stated that he would like to bring a closed session item to the full board in September. After reviewing the issue, the Executive Committee agreed to recommend going into closed session at the September meeting.

IV. Adjournment:

There being no further business, CVA Chairwoman Dian Taylor declared the meeting closed at 12:54pm.

Respectfully submitted

Bri Lester
CVA Secretary