

Meeting Minutes

Pitt Greenville Convention & Visitors Authority

Thursday, November 20, 2025

Hilton Garden Inn

Board members present: CVA Chair Diane Taylor, CVA Vice-Chair Candace Hollingsworth, CVA Secretary Bri Lester, CVA Assistant Secretary Aileen Peacock, Brittany Parker, Dr. Brenda Fairfax (virtual) Chamika White, Brett Morgan, and Convention Center liaison Rhesa Tucker, and City Council liaison Matt Scully. CVA Staff members present included Andrew Schmidt, Sierra Jones, Ce’Nedra Dillard, Mary Ann Ricks, and Molly Haviland.

Board members absent: Staci Moye, Jay Bastardo, County Commissioner liaison Chris Nunnally, and Deputy Finance Officer Jacob Joyner could not attend.

I. Call to Order: Chairwoman Diane Taylor called the meeting to order at 12:02pm.

II. Approval of Minutes: Executive Director Schmidt reviewed the minutes of September 25, 2025, full board meeting and asked the board members to review to see of any changes that needed to be made. Assistant Secretary Aileen Peacock made a motion to approve the minutes as presented. The motion was seconded by Convention Cener liaison Rhesa Tucker and passed unanimously.

III. Executive Directors Report: Executive Director Schmidt shared the following during his Executive Directors Report:

- Schmidt gave an overview of the Chamber inter-city visit to Chattanooga that he participated in in late September and early October. There were several areas that were touched on during the visit with the leaders of Chattanooga including Airport marketing/local usage, alternative funding models for economic development, collaboration, riverfront development, and messaging. Schmidt continued that the members who took the trop have met to debrief and there is a group that is quite interested in working with PGV to see how their marketing can be improved to possibly attract additional airlines.
- Schmidt shared an overview of the site feasibility study conducted by The East Group and Kimley Horn on the proposed baseball/softball complex site. Many areas were studied to see if the 126 acres site was suitable for a sports complex. Topics of study included site parking and access, existing topography, site conditions, utilities and infrastructure needs, as well as determining if there were any environmental constraints. Schmidt reported that the study was favorable with only a few environmental issues that could be easily worked around.

- Schmidt shared the conceptual master plan for the potential complex. The complex would be located on Highway 264 just east, and across the street from NRC. The facility would include 6 baseball fields and 6 softball fields with the ability to be altered to host all age groups. The southern part of the complex backs up to the Bradford Creek soccer fields and is ½ mile from Wildwood Park. Schmidt stated that the land is under contract and that a decision will be made at the December 11th City Council meeting on whether to purchase the land.

Staff Updates:

Sierra Jones gave a marketing and communications update to the CVA Board of Directors.

- Jones gave an update on the web analytics for Visitgreenvillenc.com and social media statistics that covered the period of September 2025 through the present. Jones reviewed the number of users, sessions, page views, locations of viewers, and the top pages viewed for the website and number of followers and reach for the CVB's social media platforms. Jones also shared that the CVB's Holiday home page is now live and is tracking well. Jones reviewed the impact that AI is having on destination websites. She said that she will be looking at potential changes to the CVB's website to make sure that the increasing number of AI bots scouring the website for data could do so successfully. Lastly, Jones stated that the Extranet portal is progressing.
- Jones shared the execution for the CVB's 2025-2026 media plan is well-underway and that it's anticipated that approximately \$280,000 will be spent this fiscal year marketing Greenville and Pitt County. Jones explained the mix of advertising methods that would be utilized throughout the year. Jones also shared some of the CVB's new reel content and summarized social media statistics.
- Jones summarized activity thus far this calendar year associated with the First Friday Artwalk's. The number of riders on the Artwalk trolley has been excellent and the businesses within the city center are benefiting from the traffic it is creating. Jones did confirm that a new trolley had been ordered and should be delivered sometime late in the spring. There will not be an ArtWalk in December or January.
- Jones reviewed her recent community engagement, professional development, and conference activities. In addition, she shared the efforts and activities of both Mary Ann Ricks and Molly Haviland. Jones stated that she was excited about how the team is coming together and the difference they are making.

Andrew Schmidt on behalf of VP of Sales & Services Rachel Whitten gave a convention, and meetings update to the CVA Board. Schmidt stated that Whitten was currently in Texas at the Connect Faith Tradeshow.

- On behalf of Whitten, Schmidt gave an update on the meeting and convention leads that were generated during the months of May through September of 2025. Schmidt noted

that there was a good uptick in the association opportunities that are coming through the CVB.

- On behalf of Whitten, Schmidt also shared the number of service assists opportunities that the CVB was involved in between May and September of this year. Schmidt recognized how hard that Josh has been working (especially in the family reunion market) to ensure our groups have a positive experience while visiting and meeting with us.
- On behalf of Whitten, Schmidt summarized the conferences and events that Rachel has attended and plans to attend over the next few months as well as her community and industry engagement efforts. Also highlighted were the professional development opportunities that she has been able to participate in.

Director of Sports Development Ce’Nedra Dillard gave an update to the CVA Board

- Dillard gave an update on the sports tourism leads that were generated from May through September of 2025. Dillard mentioned that there was a good variety of leads on the table that have the potential to be yearly sports tourism events.
- Dillard summarized her recent travel schedule which resulted in numerous appointments with tournament organizers as well provided excellent educational components. Dillard specifically highlighted the SPORTS Relationship Conference as we sponsored the closing event, and it is a show that is for smaller to mid-size markets. Dillard also summarized the TEAMS Conference and the joint client event put on by the North Carolina Sports Association and South Carolina Sports Alliance.
- Dillard also summarized her community engagement and professional development opportunities for the last several months. Dillard shared she is now in graduate school to work towards a master’s degree in Recreational Sciences/Sports Management.

V. Finance report:

- Executive Director Schmidt gave the occupancy tax report. September 2025 collections totaled \$158,739.36 which was a 0.15% increase from collections in September 2024. Through three months, occupancy tax collections are 8.03% higher this fiscal year compared to 2024-2025 fiscal year. Schmidt reminded the CVA Board that monthly occupancy tax reports would now not be available Schmidt until the 10th of the following month to ensure accuracy and allow hotels time to submit payments.
- Schmidt reviewed the current year-to-date budget report. The report, which was run on November 17, 2025, showed that the CVB has spent 32.4% of its yearly budget thus far. Schmidt stated that the CVB should not expend more than 41.7% of its yearly budget by the end of November. Schmidt stated that the payment coming out for new creative advertising will push the number closer to 40% by the end of the month.

- Executive Director Schmidt gave an update on the CVB's current cash balance as Finance Director Jacob Joyner was unable to attend the November meeting. Schmidt shared that as of October 31, 2025, the CVB currently had an operations reserve of \$892,006. GCC's marketing reserve is \$421,321 and the Capital Reserve account stands at \$4,039,763.

VI. Old Business

- Schmidt shared that with the new sports complex on the horizon, the city has agreed to increase its funding from the Capital Reserve Account from \$300,000 to \$375,000 for the next three fiscal years. Schmidt stated that he is also in talks with Pitt County about funding to support marketing efforts.

VII. New Business:

- Dr. Brenda Fairfax made a motion to go into closed session to discuss a personnel matter. Brittany Parker seconded the motion, and it passed unanimously.
- Dr. Brenda Fairfax made a motion to return to open session. Brett Morgan seconded the motion, and it passed unanimously.

VIII. Adjournment: With no other business, CVA Chairwoman Diane Taylor closed the meeting at 12:58pm.

Respectfully submitted

Bri Lester
CVA Secretary