

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

**Tuesday, August 26, 2025**

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its August 2025 Executive Committee meeting on Tuesday, August 26, 2025, at Julep Restaurant inside the Hilton. CVA Chair Diane Taylor, CVA Vice-Chair Candace Hollingsworth, CVA Secretary Bri Lester, CVA Assistant Secretary Aileen Peacock, Convention Center liaison Rhesa Tucker, City Council liaison Matt Scully, and Executive Director Andrew Schmidt were in attendance. and County Commissioner Chris Nunnally and City Financial Services Director Jacob Joyner were unable to attend.

**I. Call to order** CVA Vice Chair Candace Hollingsworth called the meeting to order at 12:04pm.

**II. Approval of Minutes** CVB Executive Director Andrew Schmidt reviewed the meeting minutes from August 27, 2024, CVA Executive Committee meeting. After reviewing, CVA Convention Center liaison Rhesa Tucker 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 the CVB has hired two new employees. Molly Haviland will be the new Visitor Experience Manager and Mary Ann Ricks has been selected to be the organization's new social media coordinator. Schmidt thanked both Diane Taylor and Aileen Peacock for sitting on the hiring committee. Taylor commented on the number of qualified candidates and said that it was great to see so many people who would like to work for our group.
- Schmidt reported that the 2025-2026 Program of Work is in full swing and that the document will be sent to all board members prior to the September board meeting.
- Schmidt stated that the Little League Softball World Series was a great success. ESPN reported the total attendance as 18,269 and their viewership was up significantly. The current contract to host is through 2027 but Little League International is set to sit down with the City of Greenville to talk about an extension.

- Schmidt announced that the North Carolina Sports Association will be having its fall meeting in Greenville on October 23<sup>rd</sup> and 24<sup>th</sup>. Schmidt said this was particularly good timing with the sport's complex conversation.
- Schmidt reminded the Executive Committee that our September 25<sup>th</sup> board meeting will start at 11:30am instead of noon to accommodate our advertising agency of record, Frech West Vaughan's annual report to the board.

#### **IV. Financial Report**

**Occupancy tax:** June 2025 occupancy tax collections totaled \$209,686.24. June 2025 collections were 73.86% higher than collections in June of 2024. Schmidt stated that the reason for the large increase was due to late collections from the prior month being applied to June. For the year-end, 2024-2025 occupancy tax collections were 6.53% higher than collections during the 2023-2024 fiscal year. Revenues were \$122,532.12 higher than forecasted. This equates to a \$81,688.08 overage for the CVB and \$40,844.04 for the Greenville Convention Center.

**Year to date:** Schmidt reported that expenditures year to date was 15.1% of the yearly budget. Schmidt said that the 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 contributing to their higher-than-normal expenditure rates.

**Cash balance:** Currently, the CVA has an operational balance of \$1,418,600. \$1,090,961 of those funds are for CVA operations and \$327,427 is earmarked for GCC marketing. The Capital Reserve account balance is currently \$4,069,763.

#### **V. Old business**

**Sports Complex:** Schmidt shared an update on the potential sports complex. The ECU Board of Trustees and City of Greenville have come to an agreement on a 50-year lease of the North Campus Recreational Complex that would pave the way for a sports complex for the City of Greenville for sports tourism. The agreement now goes to the UNC Board of Governors for their approval and if all goes well a transition period would then begin October 1<sup>st</sup>.

**Visitors Center:** The CVB has now hired Molly Haviland to run the visitors center downstairs. The center has been cleaned out of all the old materials, and we are now in the process of beginning to upgrade brochure racks, bring in additional materials, have conversations with City of Greenville Finance regarding point of sales systems for our merchandise, look at digital data capturing software, as well as many other items.

Another update on its progress will be given at the full board meeting on September 26<sup>th</sup>.

## **VI. New business**

**2025-2026 Program of Work:** Executive Director Schmidt mentioned that the 2025-2026 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 the board 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.

**September 8<sup>th</sup> City Council meeting:** Executive Director Schmidt shared that he and Don Octigan from the City of Greenville's Recreation and Parks Department will be presenting the benefits of having a sports complex in Greenville from both a resident amenity and sports tourism perspective. Originally, this was going to be a public hearing but because it is a lease and not a purchase, it does not have to be.

**Budget Amendment:** The CVB has asked for a budget amendment to be completed for \$140,000 for a creative update to all its marketing materials. This money is comprised of the last bit of ARPA funds available to the CVB. Schmidt stated that this update was for all target markets and that the last time that the CVB's advertising creative was altered was 2019.

**ARPA Funding:** In a last piece of new business, Schmidt reported that this was the last fiscal year that the CVB would be receiving ARPA funding in the amount of \$150,000 from the County. Schmidt said one of his focuses was to find ways to replace that income and he has had some conversations with Janis Gallagher on how the County might be able to continue to support the CVB. The Executive Committee agreed that it would be wise not to engage in any new major expenditures for the time being.

## **IV. Adjournment:**

There being no further business, CVA Chairwoman Dian Taylor declared the meeting closed at 12:41pm.

Respectfully submitted

Bri Lester  
CVA Secretary