

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

January 12, 2016

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its monthly Executive Committee meeting on Tuesday, January 12th at the CVB offices, 417 Suite#100 Cotanche St. in Greenville. CVA Chair JJ McLamb, Vice Chair Hanna Magnusson, Secretary Candace Hollingsworth, Convention Center liaison John Van Coutren City Finance Director Bernita Demery, City Council Liaison Rose Glover and CVB Executive Director Andrew Schmidt were in attendance. CVA Assistant Secretary Dr. George Fenich was unable to attend.

1. CVA Chair JJ McLamb called the meeting to order at 1:11pm.
2. CVA convention center liaison John Van Coutren called for a motion to approve the December, 2015 CVA Executive Committee meeting minutes. CVA Secretary Candace Hollingsworth seconded the motion. The vote was taken and was approved unanimously.
3. Executive Director Andrew Schmidt passed out the summary of activities and sales and marketing reports for December of 2015. The activity report summarizes the occupancy tax receipts for the month, the CVA's advertising for the month, sales and services activity and the number of destination inquiries for the month. Schmidt noted that the activity levels were substantial for December with the exception of advertising which the CVA usually reduces during the holiday months.

The sales and marketing report summarizes sales activity, monthly bookings, strong prospects, upcoming business and lost business. Schmidt commented that the number of sales bookings is usually down during the month of December and that this year was no exception. Schmidt did mention that it is harder to get commitments during the holidays but that the CVB sales staff has already booked several for the month of January.

4. Executive Director Schmidt gave an update on the marketing activities that the bureau is currently involved in. Schmidt shared that now that they have completed their destination video the CVB will concentrate on new projects. The next three projects that will be undertaken are a meeting and events video, a comprehensive visitor's guide and several one sheet marketing materials for the different market segments that the

bureau is engaged in. CVA Vice-Chair Hanna Magnusson inquired what types of facilities would be featured on the meetings and events video. Schmidt suggested that the major meeting facilities would be featured with examples being the Convention Center, Rock Springs Center, East Carolina Heart Institute, The Martinsborough, the campus hotels and also some hotels with smaller meeting space. Convention Center liaison John Van Coutren commented that it would be advantageous to try and keep a number of high end brands in the mix so individuals viewing the video would know that we have certain brands available within our city. Schmidt said he would update the Executive Committee on the progress of the project at the February meeting. In other marketing news, Schmidt announced that the CVB is now Diamond sponsor of C-vent. Schmidt will plan to show the new sales opportunities that will be available to our hospitality community due to the sponsorship at a future meeting.


5. Finance Director Bernita Demery gave an update on occupancy tax collections for the month of November. November's collections were down 4.00% over the same time last year. Schmidt reported that current occupancy tax levels were up 1.83% as compared to this time last year. Convention Center liaison John Van Coutren noted that the campus hosted less military balls during the month of November as compared to last year as many of the groups they typically host are deployed and that may have contributed to the drop in numbers.
6. Executive Director Schmidt reported that the CVA budget amendment was passed at the Pitt County Commissioner level on December 7th and by the City Council on December 10th. Schmidt thanked Finance Director Demery for her assistance in getting the amendment through. Schmidt did note that the funds had not yet been transferred into the CVA's account. Finance Director Demery stated that she would check on the progress of getting the funds transferred.
7. Executive Director Schmidt shared that he and Finance Director Demery would be meeting later in the week to discuss some of the CVB's Capital Project ideas for the upcoming fiscal year budget. Chair J.J. McLamb asked that Executive Director Schmidt send the capital project list to the Executive Committee prior to the CVA full board meeting on January 21st. Schmidt stated that he would do so.

In other new business, Executive Director Schmidt shared that the CVB's Services Manager, Ethelene Hardy-Stover, won the CSM of the Year award for North America in the CVB division. Schmidt stated that she will be recognized by the Greenville City Council at the meeting on Thursday evening. In addition, the staff of the NC Arts Council participated in a site

visit with Greenville CVB staff and will be working with our community to launch more programming associated with the NC African American Music Trail. Lastly, Schmidt shared that the new Pitt County Commissioners Board liaison to the CVA would be Mr. Charles Farley. He will attend his first meeting on January 21st.

There being no further business, CVA Secretary Candace Hollingsworth made a motion to adjourn the meeting at 1:54pm. Convention Center liaison seconded the motion. The motion passed unanimously.

Respectfully submitted,
Candace Hollingsworth


Secretary