

Meeting Minutes  
Pitt Greenville Convention & Visitors Authority  
January 21, 2016  
Holiday Inn

**Board members present:** CVA Chair J.J. McLamb, CVA Vice-Chair Hanna Magnusson, CVA Secretary Candace Hollingsworth, CVA Assistant Secretary Dr. George Fenich, DeDe Carney, Pitt County Commissioners liaison Charles Farley, Kenneth Ross, Bianca Shoneman, Ron Feeney, GCC liaison John Van Coutren, Deputy Finance Officer Bernita Demery, CVB intern Kayla Houck and CVB Executive Director Andrew Schmidt

**Board members absent:** Beatrice Henderson and CVA City Council liaison Rose Glover

**I. Call to order:** CVA Chair JJ McLamb called the meeting to order at 11:45am. At this time Executive Director Andrew Schmidt welcomed new CVA board member Bianca Shoneman to her first meeting. He also recognized Commissioner Charles Farley who will serve as our liaison to the Pitt County Board of Commissioners.

**II. Approval of minutes:** Executive Director Andrew Schmidt passed out the minutes of the November 12<sup>th</sup> board meeting and asked board members to review to see of any changes needed to be made. Bianca Shoneman made a motion to approve the minutes as presented. The motion was seconded by DeDe Carney and passed unanimously.

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

- The CVB won the booth for best food at the recent AENC Trade Show.
- Ethelene Hardy Stover, the CVB's Convention Services Manager, was selected as the CSM of the year for North America by Successful Meetings Magazine. Ethelene was honored for her achievement at the January 14<sup>th</sup> City Council meeting.
- The CVB held its quarterly meeting planners luncheon on January 20<sup>th</sup> in Raleigh. The event was attended by nine meeting planners.
- The CVB will have part-time interns this semester. Kayla Houck is an undergraduate candidate in the School of Hospitality Leadership and Sara Neilson is a graduate school candidate in the Sustainable Tourism Department.

Executive Director Schmidt also gave a summary of the CVA's activities for the month of December. The activity report summarizes the occupancy tax receipts for the month of December, 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 stated that the CVB does not typically have as many bookings in December but that the sales staff has gotten off to a good start for January. George Fenich complimented the CVB on the article that was in the Daily Reflector regarding the offices goals for the upcoming year. Executive Director Schmidt also shared that the CVB had been on the major network news for stories three times within the last month.

**IV. Treasurers report:** Deputy Finance Officer Bernita Demery gave the occupancy tax report. Demery announced that occupancy tax receipts were down in the month of December by 4.0% over the previous December. For the current year, collections are up 1.83% over this time last fiscal year. Convention Center liaison John Van Coutren stated that the convention center campus held fewer military balls that last year due to deployment schedules which would contribute to the decline.

**V. Marketing update:** Executive Director Andrew Schmidt reported that both the Pitt County Commissioners and City Council approved the \$65,000 budget amendment for extra marketing funds in December. Schmidt stated that the next three projects that the CVB will be working on are a meeting and events facilities video, single page marketing sheets for current target market segments and a comprehensive visitor's guide. Schmidt said that an initial meeting has taken place with Evolve and that work on the projects will begin in early February. Schmidt also mentioned that the CVB has joined two new organizations. The first is the North Carolina Black Meeting Planners Coalition and the second is the NC Business Travel Association. Executive Director Schmidt stated that the CVB will be looking at new and different opportunities with the goal of expanding its marketing reach.

**VI. Old Business:** Executive Director Schmidt mentioned that copies of the fiscal year audit were available if anyone would like a copy. The CVA had a clean audit and got the highest rating possible.

**VII. New business:** Executive Director Schmidt shared the 2016-2017 fiscal year budget schedule with the CVA Board. The CVA's budget will be presented to the Executive Committee at the March 8<sup>th</sup> meeting for recommendation to the full board. The full board will need to consider the budget at the March 17<sup>th</sup> meeting. The budget will then need to be to the city no later than April 1<sup>st</sup>. The formal budget presentation to the city will be May 12<sup>th</sup>.

Executive Director Schmidt stated that he has been working with Finance Director Demery to include some capital project items in the next two year budget. Schmidt shared with the full board his vision for those projects. The first involves signage at Vidant, The Pitt-Greenville Airport and Greenville Convention Center. The vision is to include touch screen information kiosks at five buildings at Vidant, one at baggage claim at the airport and one in the lobby of the Greenville Convention Center. The second part of the signage project would include 7

informational plasma screens inside the convention center. Lastly, the projects would include funds for a large sign on the 264 corridor welcoming travelers to Greenville.

A second part of the capital project funding would involve funds for a sports complex study. Schmidt stated that a study to determine a need for a sports complex would be a necessary step to take to validate the need for such a complex. Schmidt also mentioned that he was confident that some funds to assist with both projects could be derived from outside agencies. The total for the capital projects would be \$100,000.


In other new business, Schmidt shared that he is working on starting what is being called the Greenville Sports Alliance. The purpose of starting such a group would be to assist the CVB and Greenville community in its efforts to attract more sporting events and tournaments to Greenville and Pitt County. The initial meeting will be on Tuesday, January 26<sup>th</sup>. The goal of the meeting is to see if starting such a group is feasible, if there is an interest on behalf of community leaders and to look at next steps. CVA Chair JJ McLamb asked if there would be a need to put funds in the upcoming budget for the sports alliance. Schmidt replied that it may be necessary to put funds in a line item for the alliance but that he would like to see how the initial meeting goes before looking at that possibility. Bianca Shoneman suggested that the CVA look into the possibility of a food and beverage tax. Schmidt stated that there had not been one passed since the late 1990's but that it could not hurt to look into that option which would be a good revenue stream for several different projects including the sports alliance.

Executive Director Schmidt gave an update on the CVA's board status. Charles Jenkins has resigned from the board due to work obligations. Schmidt stated that Kowee Trusdale has applied to be on the CVA board. Schmidt also stated that there was an additional opening on the board as well.

In the last portion of new business, Schmidt reminded the board of the February 18<sup>th</sup> CVA Board appreciation dinner which will be held at the Villedge at 5:30pm.

**VIII. Adjournment:** There being no further business, Charles Farley made a motion to adjourn the meeting at 12:40pm. Bianca Shoneman seconded the motion which passed unanimously.

Respectfully submitted,

  
Candace Hollingsworth  
Secretary