

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

March 8, 2016

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its monthly Executive Committee meeting on Tuesday, March 8th at the CVB offices, 417 Suite#100 Cotanche St. in Greenville. CVA Chair JJ McLamb, Vice Chair Hanna Magnusson, Secretary Candace Hollingsworth, CVA Assistant Secretary Dr. George Fenich, Convention Center liaison John Van Coutren, County Commissioner liaison Charles Farley and CVB Executive Director Andrew Schmidt were in attendance. City Finance Director Bernita Demery and City Council Liaison Rose Glover were unable to attend.

1. CVA Chair JJ McLamb called the meeting to order at 12:03pm.
2. CVA Convention Center liaison John Van Coutren made a motion to move new business and the budget presentation to the beginning of the agenda due to him and Hanna Magnusson's time constraints for today's meeting. CVA Assistant Secretary George Fenich made a motion adjust the meeting agenda. CVA Vice-Chair Hanna Magnusson seconded the motion and it passed unanimously.
3. Executive Director Andrew Schmidt passed out the two year budget proposal for the CVA's budget for fiscal years 2016-2017 and 2017-2018. Along with the budget, Schmidt passed out notes that explained his thinking for certain line items for the budget including staff salary recommendations, contracted services, capital projects, travel/training and the sales incentive program. Vice-Chair Hanna Magnusson inquired about the printing line item and why it was so high. Schmidt explained that the CVB only prints two documents. One is the lap map that the hotels use and the other is the visitors guide which is given to our state welcome centers and used for our groups. Magnusson suggested in the future looking at more digital opportunities which can be updated quickly. Magnusson reported that she had just come back from Raleigh where the Downtown Raleigh Association had developed a map app for the downtown area. County Commissioner liaison Charles Farley suggested that Schmidt look into forming committees to help with projects that the board identifies. Those committees could be formed with people who have the same wants as the CVB.

Executive Director Schmidt detailed a plan to change two job titles for CVB staff. The first is for Sales Associate Gray Workman whose job title would be changed to Sales Manager. The second was for Communications Assistant Sierra Jones whose job title would be changed to Communications Manager. Convention Center liaison John Van Coutren made a motion to accept the job title change plan. CVA Assistant Secretary Dr. George Fenich seconded the motion and the motion passed unanimously.

Executive Director Schmidt also shared a sales salary incentive plan with the CVA Executive Committee. Chair JJ McLamb reminded the committee that Schmidt had been instructed to do this by the board at an earlier meeting. After reviewing the aspects of the program, Convention Center liaison John Van Coutren made a motion to recommend the salary incentive plan to the full board. CVA Assistant Secretary Dr. George Fenich seconded the motion and the motion passed unanimously.

At 12:33pm, Assistant Secretary George Fenich made a motion to go into closed session. Chair JJ McLamb seconded the motion and the CVA Executive committee went into closed session.

At 12:52pm, CVA Vice-Chair Hanna Magnusson made a motion to come out of closed session. Convention Center liaison John Van Coutren seconded the motion and the CVA Executive Committee came out of closed session.

CVA Assistant Secretary George Fenich made a motion to recommend to the full CVA Board that the CVA's two-year budget be adopted at the full CVA board meeting next week minus salary considerations. Chair JJ McLamb seconded the motion and it passed unanimously.

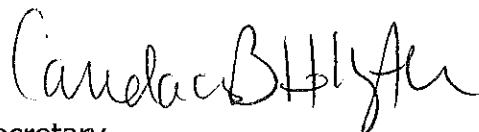
4. Executive Director Schmidt passed out the minutes from the February, 2016 CVA Executive Committee meeting. CVA Convention Center liaison John Van Coutren called for a motion to approve the February, 2016 CVA Executive Committee meeting minutes. CVA Vice-Chair Hanna Magnusson seconded the motion. The motion was approved unanimously.
5. Executive Director Schmidt gave an update on the CVA board openings. Kowee Trusdale, the general manager of the Residence Inn by Marriott, has applied to be on our board and Montga Stegall from the Courtyard has shown an interest as well. Chair JJ McLamb asked Executive Director Schmidt whether the CVA by-laws had attendance requirements for board members. Schmidt responded that he did not think there were penalties

but would confirm this. Schmidt did note that the last time the CVA by-laws were updated was in 2003 and suggested that it might be time to re-visit and update them.

6. Due to time restraints Executive Director Schmidt passed out the monthly reports for the CVA Executive Committee to review at their leisure. Schmidt noted that these same reports would be discussed at the CVA's full board meeting next week.

There being no further business, CVA Chair J.J. McLamb made a motion to adjourn the meeting at 12:59pm. CVA Convention Center liaison seconded the motion. The motion passed unanimously.

Respectfully submitted,
Candace Hollingsworth

A handwritten signature in cursive script that reads "Candace Hollingsworth". The signature is written in black ink and is positioned above the printed name "Candace Hollingsworth".

Secretary