

Meeting Minutes

Pitt Greenville Convention & Visitors Authority

Thursday, May 22, 2025

Hilton Garden Inn

Board members present: CVA Vice-Chair Candace Hollingsworth, CVA Secretary Bri Lester, CVA Assistant Secretary Aileen Peacock, Bob Sheck, Brett Morgan, Staci Moye, Brittany Parker, Dr. Brenda Fairfax, Chamika White, County Commissioner liaison Chris Nunnally, City Council liaison Matt Scully, and Deputy Finance Officer Jacob Joyner. CVA Staff members present included Andrew Schmidt, Sierra Jones, Rachel Whitten, Ce’Nedra Dillard and CVB Intern Elizabeth Cook.

Board members absent: CVA Chair Diane Taylor, Convention Center liaison Rhesa Tucker, and Jay Bastardo were not able to attend.

I. Call to Order: Vice-Chair Candace Hollingsworth called the meeting to order at 12:02pm. Executive Director Schmidt recognized Brett Morgan, and he welcomed the group to the Hilton Garden Inn. Mr. Morgan also stated that there would be tours of the hotel available if anyone would like to take one.

II. Approval of Minutes: Executive Director Schmidt reviewed the minutes of the March 20, 2025, full board meeting and asked the board members to review to see if any changes that needed to be made. CVA Assistant Secretary Aileen Peacock made a motion to approve the minutes as presented. The motion was seconded by CVA Secretary Bri Lester and passed unanimously.

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

- Schmidt shared that he and staff are currently working on the CVB’s 2025-2026 fiscal year program of work. Schmidt continued that he will be meeting next week to wrap the process up and hopes to have the full edited document by the middle of June. Schmidt said that he would share the final document with the board when its ready.
- Schmidt gave an update on advocacy efforts for the CVB. In addition to serving on the EDPNC Board, Schmidt announced that he has been appointed to the NC Travel & Tourism Board and will run to be the Chair of this year’s NC Sports Association. Schmidt also stated that he will take part in the Southeast Tourism Society Advocacy Week in Washington, D.C. and has been working with the lobbying group (New Frame) on several tourism issues from Hospitality Tips exemptions to School Start Date.
- Schmidt said that the African American Cultural Trail will be receiving the Greenville Historic Preservation Society’s Stewardship Award at their May 27, 2025, year-end event. Schmidt is hopeful that AACT Committee members will attend.

- Schmidt informed the CVA board that all activities and dates have been set for the 2025 Little League Softball Worlds Series. Athletes will arrive on July 30th and all activities will start July 31st with play kicking off August 3rd. Schmidt said that the current contract with Little League International will run through 2027, but that both the City and Little League will meet this upcoming September to talk about an extension.
- In a last piece of business, Schmidt said that behind-the-scenes work continues a potential sports complex, but no new updates were available since the last meeting in March.

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 January 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 shared the planning for the CVB's 2025-2026 media plan is well-underway and that its anticipated that approximately \$250,000 will be spent this fiscal year marketing Greenville and Pitt County.
- Jones gave a snapshot of her winter and spring activity as well as ones that are upcoming for the summer. Jones stated that the Art Walk, which is a partnership between the City of Greenville, Pitt County Arts Council, and CVB, has already surpassed last year's ridership numbers. Jones shared that the last Art Walk of the year will be June 6th with extended hours (5pm-9pm) to help showcase the newly lit up areas of downtown.
- Jones announced that the 2024-2025 Destination Guide should be completed by the month of June and that the Pitt County Brew & Cue Trail has been officially re-launched although it will already need to be slightly overhauled due to Duck Rabbit closing.
- Jones stated that she has begun the hiring process to expand the Destination Marketing & Experience team. The CVB will be social media position and a destination experience manager that will work I the Visitors Center.

VP of Sales & Services Rachel Whitten gave a convention, and meetings update to the CVA Board.

- Whitten gave an update on the meeting and convention leads that were generated during the months of January through April of 2024.

- Whitten summarized the conferences and events that she has attended and plans to attend over the next few months as well as her community and industry engagement efforts. Whitten also highlighted the professional development opportunities that she has been able to participate in.
- Whitten reviewed hosting the NC League of Municipalities Conference in late April and early May of this year. Whitten commented that it was an excellent opportunity to showcase Greenville as she and other team members lead mobile tours for conference attendees during two days of the conference.
- Whitten shared some of the activities of Joshua Meeks, who is Visit Greenville's Sales and Services Assistant. Whitten commented that Joshua is making so many positive contributions to the sales and services team.

Director of Sports Development Ce'Nedra Dillard gave a sports tourism update to the CVA Board.

- Dillard gave an update on the sports tourism leads that were generated from January through April of 2024. Dillard commented that it was softball heavy which is normal for this time of year.
- Dillard summarized her recent travel schedule which resulted in numerous appointments with tournament organizers as well provided excellent educational components. Dillard shared she will be heading to the NC Sports Association meeting in early June and to Compete Sports Diversity. She will then have a break in her travel until August.
- Dillard reviewed the recent sports business that has taken place over the several months noting that it is quite a diverse set of sports are represented. Most recently, the sports commission helped with the USTA 65+ State Championships which went very well.
- 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.

IV. Finance report:

- Executive Director Schmidt gave the occupancy tax report. Currently, nine months of collections have been recorded. Through nine months, occupancy tax collections for the 2024-2025 fiscal year are 6.27% higher than collections for the 2023-2024 fiscal year. Schmidt noted that the April 2025 collections should be available within the next three days.

- Schmidt reviewed the current year-to date budget report. The report, which was run on May 20, 2025, showed that the CVB has spent 75.7% of its yearly budget thus far. Schmidt stated that the CVB should not expend more than 91.3% of its yearly budget by the end of May. Schmidt said that expenditures are on track. The low percentage is due is attributed to the GCC Marketing line item. To date, GCC has only utilized 69.1% of its budget. If GCC chooses to utilize the rest of the funds prior to June 30th, our spending percentage would be close to 88% at this time.
- Finance Director Jacob Joyner gave an update on the CVB's current cash balance. Joyner shared that as of April 30, 2025, the CVB currently had an operations reserve of \$887,918. GCC's marketing reserve is \$458,504 and the Capital Reserve account stands at \$3,793,060.

V. Old Business

- Executive Director Schmidt shared that he presented the proposed 2025-2026 CVB Budget to the City Council on Thursday, May 8th. Schmidt continued that the budget was received very well and that there were no issues of concern brought up by any of the council members.

VI. New Business:

- Executive Director Schmidt asked Sierra Jones to give an overview of the new positions and their current timeline to be filled. Jones said the two positions were for a Social Media Coordinator and a Visitors Experience Specialist. Both jobs have been posted and the deadline for applying is June 20th. Interviews will take place in July and it's hoped to have the new members of the team in place and working by August.

VII. Closed Session

- Dr. Brenda Fairfax made a motion to go into closed session at 12:54pm. The motion was seconded by Bob Sheck and passed unanimously.
- CVA Assistant Secretary Aileen Peacock made a motion to go back into open session at 1:01pm. Brittany Parker seconded the motion, and it passed unanimously.

VIII. Adjournment: With no other business, CVA Vice-Chair Candace Hollingsworth closed the meeting at 1:03pm.

Respectfully submitted

Bri Lester
CVA Secretary