

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

Thursday, August 17, 2023

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its August 2023 Executive Committee meeting on Thursday, August 17, 2023 at Julep restaurant inside the Hilton. CVA Chair Diane Taylor, CVA Vice-Chair Candace Hollingsworth, CVA Secretary Kenneth Ross Assistant Secretary Bri Lester, Convention Center liaison Rhesa Tucker, and Executive Director Andrew Schmidt were in attendance. City Financial Services Director Byron Hayes, City Council liaison Rick Smiley and County Commissioner liaison Mary Perkins Williams were unable to attend.

I. Call to order CVA Chair Diane Taylor called the meeting to order at 12:03pm.

II. Approval of Minutes CVB Executive Director Andrew Schmidt reviewed the meeting minutes from the April 11, 2023, CVA Executive Committee meeting. After reviewing, CVA Vice-Chair Candace Hollingsworth made a motion to approve the minutes. Convention Center liaison Rhesa Tucker 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 stated that the Little League Softball World Series was very successful. Attendance was clearly ahead of last year with many families coming that had no affiliations with the teams in the series. Schmidt had a conversation with the Ashlea Nash, LLSWS director, and she was quite pleased with how things went this year.
- Schmidt shared that Victus Sports Consultants has been selected to conduct the sports complex feasibility study for the City of Greenville. Initial meetings and interviews will begin the third week of September. Schmidt also stated that he recently had a conversation with Mayor Ricky Hines of Winterville who stated that their sports complex project that had been tabled is now back on. This project is looking at 5 baseball fields, an indoor complex and a hotel. Schmidt said that he could not get any more concrete information from Mayor Hines. Chairwoman Taylor asked about the history of the project. Convention Center liaison Rhesa Tucker told Taylor that this project has had trouble getting investors, and that the land had been under contract for a long period of time but had not closed. Schmidt said that he has had conversations with the City

about this new development and that they were going to reach out to Winterville.

- Schmidt reported that the CVB is currently working on generating an RFP to pick a consultant to engage in creating our tourism master plan. Schmidt said that he wanted to go this route for transparency purposes.
- Schmidt shared that the CVB is going to have two exciting site visits coming up. One is for the Jackelope Skateboard tour and the other Body Armor State games.

IV. Financial Report Due to the absence of Byron Hayes, Executive Director Andrew Schmidt gave the full financial report.

Occupancy tax: June occupancy tax collections totaled \$142,120.78. June 2023 collections were 11.46% higher than collections in June of 2022. For the year-end, 2022-2023 occupancy tax collections were 14.74% higher than collections during the 2021-2022 fiscal year.

Year to date: Schmidt reported that expenditures year to date was 12.8 % of the yearly budget. Schmidt said that 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 so that it why they have a high expended rate.

Cash balance: Currently, the CVA has an operational balance of \$1,059,377. \$718,057 of those funds are for CVA operations and \$341,320 is earmarked for GCC marketing. The Capital Reserve account currently as a balance of \$3,427,214. Schmidt stated that the balance will be reduced as \$500,000 will be withdrawn for the Guy Smith Stadium renovations and \$325,000 for the sports commission.

V. Old business Schmidt shared that Council liaison Rick Smiley made three re-appointments to the CVA board at the City's August 7th City Council meeting. They were Candace Hollingsworth, Bri Lester, and Bob Sheck. Schmidt thanked each of them for their service.

VI. New business

2023-2024 Program of Work: Executive Director Schmidt passed out the 2023-2024 CVA Program of Work to the Executive Committee. He stated that he and the staff meet individually and then in groups to form the document. Schmidt reminded 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. The full board will be given copies of the 2023-2024 program of work prior to the September full CVA board meeting.

Closed business item: Executive Director Schmidt stated that he would like to bring a closed session item to the full board in September. After reviewing the issue, the Executive Committee agreed to recommend going into closed session at the September meeting.

New staff positions: Executive Director Schmidt gave a brief overview of some needs that the CVA will have moving forward. Chairwoman Diane Taylor suggested that since we are conducting a Tourism Master Plan, that our consultant also look at the best sustainable ways that our office should grow in the future. Schmidt also is interested in a salary study to go with the information.

Tuition reimbursement program: Executive Director Schmidt stated that the City of Greenville currently offers a tuition reimbursement program and that he has had a staff member inquire about whether the CVB has one. Currently we do not have a reimbursement program, but Schmidt said to stay competitive within the private sector, it might be a good idea to offer one. Convention Center liaison Rhesa Tucker asked if there was a policy in place from the city that stated the person receiving the assistance must stay with the City for a certain period after they receive the assistance. Chairwoman Taylor mentioned she had the same question when initially discussing this with Schmidt. Schmidt stated that he was not aware of the amount of time that an employee must stay but would check. Overall, the Executive Committee felt this was worth investigating. Chairwoman Taylor asked Schmidt to put together a proposal if in fact the full board agreed this would be something to pursue. Schmidt said he would put this on the agenda for September.

IV. Adjournment:

There being no further business, CVA Assistant Secretary Bri Lester made a motion to adjourn the meeting at 12:31pm. CVA Vice Chair Candace Hollingsworth seconded the motion which passed unanimously.

Respectfully submitted

Ken Ross
CVA Secretary

