

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

Wednesday, August 31, 2022

The Executive Committee of the Pitt-Greenville Convention and Visitors Authority held its October Executive Committee meeting on Wednesday, August 31, 2022 at Julep restaurant inside the Hilton. CVA Chair Diane Taylor, CVA Vice-Chair Candace Hollingsworth, Secretary Kenneth Ross, Assistant Secretary Bri Lester, City Financial Services Director Jacob Joyner, City Council liaison Rick Smiley, and Executive Director Andrew Schmidt were in attendance. County Commissioner liaison Chris Nunnally and Convention Center liaison Rhesa Tucker were unable to attend.

I. Call to order CVA Chair Diane Taylor called the meeting to order at 12:08pm. CVA Executive Director Andrew Schmidt welcomed Councilman Rick Smiley as the new City Council liaison to the CVA Board.

II. Approval of Minutes CVB Executive Director Andrew Schmidt reviewed the meeting minutes from the February 16, 2022 CVA Executive Committee meeting. After reviewing, CVA Assistant Secretary Bri Lester made a motion to approve the minutes. CVA Secretary Ken Ross seconded the motion. The vote was taken and passed unanimously.

III. Executive Director's Report Executive Director Andrew Schmidt gave his director's report and touched on the following:

- The CVB is working with Play Fly sports to host the game day hospitality tent before all ECU home football games. Schmidt stated that this is good exposure for the CVB and shows that we also support the University. The CVB will also get an opportunity to appear on the pre-game show to talk about Greenville as a destination.
- Schmidt stated that both he and Ce'Nedra Dillard will be attending the SPORTS Relationship Conference next week in Savannah. Schmidt shared that they have over twenty one on one appointments lined up to talk with tournament directors about bringing events to Greenville-Pitt County.
- The DEI Advisory Board's initial meeting will be in October. Sierra Jones is currently working to develop an agenda and initial invitation list for the first meeting.

- Ce’Nedra Dillard has begun working towards her Sports Tourism Strategist Certification through the Sports ETA group. Currently she has 8 out of 32 credits.

IV. Treasurer’s Report:

Schmidt shared the occupancy tax report for the month of July 2022. July 2022 collections totaled \$125,036.84 which was an 8.12% increase over July 2021 collections. Schmidt stated all indications are that August should be a good month and that he is pleased with how collections have rebounded from the pandemic.

Schmidt summarized the 2021-2022 occupancy tax collections. The final 2021-2022 occupancy tax collections totaled \$1,297,957.32 which was 40.48% higher than 2020-2021 collections. Schmidt continued that he had projected collections for the 2021-2022 fiscal year to be \$1,140,589.98, creating a positive difference of \$156,942.81. Schmidt explained that the CVA would retain \$104,628.54 of these funds and that GCC would receive \$52,314.27. Schmidt continued that GCC has the right to access their additional funds this fiscal year via budget amendment. The CVA’s funds will go back into the reserve account.

Executive Director Schmidt gave the year to date budget report. Currently, the CVA has spent 22.6% of its fiscal year budget. Schmidt said that budget should not exceed 25% before the end of September.

Financial Services Manager Jacob Joyner gave the cash balance report. The CVA’s operating reserve stands at \$952,575 and that the marketing reserve is currently \$328,567. Currently the Capital Reserve Account balance \$3,226,517. Joyner stated that the capital reserve account balance will drop slightly due to some project improvements in the front of the convention center.

V. Old Business:

In old business, Schmidt shared that City Councilman Rick Smiley has appointed Diane Taylor for an additional three year term as chair of the CVA Board. Schmidt also reported that Brett Morgan was reappointed to serve a three year term on the board. Schmidt said there was one current vacancy on the board which was a County seat and that he and Councilman Smiley were looking at potential candidates.

Schmidt gave an update on the CVB’s ARPA application with Pitt County. Schmidt stated that he has turned in the formal application and that these will be reviewed during the first two weeks of October.

In a last piece of new business, Schmidt updated the CVA Executive Committee on the prospect of collecting occupancy tax from dorm room usage. Schmidt shared that during the short session Mitchell County filed a bill to increase the occupancy tax from 3% to

6% and included language to receive occupancy tax from Mitchell Community College for any overnight stays in dorm rooms. This part of the request was taken out so there are currently no occupancy tax dorm room collections in our state. Schmidt said that he will bring this issue up at the NC Travel Industry Association Board meeting in November to see how other destinations feel about the issue and then report back to the board.

VI. New Business

In new business, Schmidt shared the CVB's 2022-2023 Program of Work with the Executive Committee. Due to its length, Schmidt asked for Executive Committee members to review the document and come to him with any questions. In another piece of new business, CVA Chair Diane Taylor expressed concern with recent hotel rates associated with home ECU football games. She stated that she has had several phone calls from ECU Alumni Board members asking why rates are so high. Taylor's main concern is that people will stop coming because of the rates. Assistant Secretary Bri Lester stated that these decisions typically lay with the hotels revenue managers who look at the market and also what other hotels may be renting rooms for. Vice-Chair Candace Hollingsworth concurred with Assistant Secretary Lester adding that rates are based on supply and demand. Schmidt shared that this is not unique as hotel rates in Boone, NC for home Appalachian State games can be as high as \$400. Schmidt did add that he was hopeful that people would not have a negative perception of Greenville because of this. Schmidt also asked Chairwoman Taylor that if she wanted pass those call along to him in the future that he would be happy to take them.

VII. Closed session:

At 12:46pm, Vice-Chair Candace Hollingsworth made a motion to go into closed session to discuss a personnel matter. The motion was seconded by Assistant Secretary Bri Lester and passed unanimously. At 1:00pm, the CVA Executive Committee came out of closed session.

VIII. Adjournment:

There being no further business, CVA Vice Chair Candace Hollingsworth made a motion to adjourn the meeting at 1:03pm. Assistant Secretary Bri Lester seconded the motion which passed unanimously.

Respectfully submitted

Ken Ross
CVA Secretary