

**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, NOVEMBER 2, 2017**  
**9:00 AM LANGTREE PLANTATION, MOORESVILLE, NC**

Present: Ron Johnson, David Coble, Amit Govindji, Nick Kothadia, Deborah Hockett, Leah Mitcham

Guests: Tony Bassat, Beth Compton, Christine Patterson, Tonya Thompson, Deanna Groeger, Tyler Campbell, Sharon Webster, David Call, Renee Hall, Rebecca Paradis, Christine Mayotte, Robin VanSickle

Mr. Johnson called the meeting to order at 9:08 AM. A quorum was present.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes from the September meeting.

Amit Govindji made a motion that the minutes be approved.

David Coble seconded the motion.

The motion passed unanimously and the minutes were approved.

Mr. Johnson called for approval of the minutes from the October meeting.

Amit Govindji made a motion that the minutes be approved.

David Coble seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

Leah reported the CVB assisted 201 visitors, provided visitor services for 2 events and distributed 1260 visitor guides.

Leah reported occupancy YTD is down 8.5%, but up from 11% at year end. ADR is slightly down by 3.1% according to Smith Travel Research.

Leah reported the website campaign produced 83% new users and dropped the bounce rate by 85% in the month of September.

Leah reported she and Ron gave the annual report to the Town Board on October 16.

Leah reported USBA will host five tournaments in 2018.

Leah reported a new blog called Celebrate Fall in Mooresville was created for the website to highlight the fall festivals in Mooresville.

Leah reported she hosted a site visit of the new MHS gym with NCAAU basketball on October 3.

Leah reported NCAAU basketball will host five tournaments in 2018.

Leah reported she and Ron attended the Walk of Fame induction ceremony on October 3. Bill Elliott and Terry Labonte were inducted.

Leah reported the CVB will attend the Snowbirds Convention in January.

Leah reported the CVB was awarded the 2017 Readers' Choice Award from ConventionSouth readers and will be featured as an award recipient in the December 2017 Awards Issue of ConventionSouth magazine.

Leah reported the CVB is working on the 2018 Visitor Guide and asked the hotels to contact Sharon with any changes.

Leah reported the WKA event at GoPro Motorplex had 150 competitors.

Leah reported the Lake Norman Lacrosse Fall Classic hosted their largest tournament with 53 teams. A second tournament has been added to the schedule for June.

Leads were sent for JVA Volleyball Classic and Carolina Big Bass Classic.

Upcoming events: Twister's Shag Club Invitational November 2-4, Veterans Day Parade November 11, Christmas Parade November 21, Arts in the Mill November 10-12, American Watercolor Society's 150<sup>th</sup> Travel Exhibit November 7-December 22, LNSC Fall Classic November 11-12 & 18-19, Lake Norman Duals Wrestling Tournament December 1-3, LNSC Lake Norman NPL Showcase December 9-10

### 3. Police Department Report:

Captain David Call reported the police department was aware of a prostitution problem. He asked the hotels to contact the police department if they saw any suspicious activity.

Captain Call reported the police department arrested two different groups for car break ins.

Amit Govindji stated the lights at Exit 36 are out and it makes the exit ramp very dark.

Ron Johnson stated DOT was responsible for the lights.

### 4. Financials Report:

Mr. Johnson reported the unaudited financials for July-October were \$359.82 for revenue, \$55,562.70 for personnel, \$42,711.51 for operations and \$131,621.39, for marketing and promotions.

### 5. Chairman of the Board Report:

Mr. Johnson reported work was continuing at Cornelius Road Park.

### 6. Mr. Johnson called for any old business.

7. Mr. Johnson called for any new business.

David Coble stated it was his last meeting as a Board member. He stated he enjoyed serving on the Board and thanked the CVB for all they do for the Town and the community.

Mr. Johnson thanked David for serving on the Board.

The meeting adjourned at 9:45 AM.

Respectfully submitted,

Leah Mitcham  
Executive Director