

**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, JANUARY 4, 2018**  
**9:00 AM GOPRO MOTORPLEX, MOORESVILLE, NC**

Present: Ron Johnson, Nick Kothadia, Mitch Abraham, Deborah Hockett, Leah Mitcham

Guests: Tony Bassat, Beth Compton, David Call, Renee Hall, Rebecca Paradis, Christine Mayotte, Cynthia Vannerson

Mr. Johnson called the meeting to order at 9:10 AM. A quorum was present.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes from the November 28 called meeting.

Nick Kothadia made a motion that the minutes be approved.

Mitch Abraham seconded the motion.

The motion passed unanimously and the minutes were approved.

Mr. Johnson called for approval of the minutes from the November 2 meeting.

Mitch Abraham made a motion that the minutes be approved.

Nick Kothadia seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

Leah reported the CVB assisted 231 visitors, provided visitor services for one event and distributed 110 visitor guides.

Leah reported occupancy for November was up 10% from last year at 71%. YTD occupancy is down 6% at 68%, but up from 11% at fiscal year-end. \* YTD ADR is slightly up at \$99.65. \*Data from Smith Travel Research

Leah reported a new blog called Holiday Celebrations in Mooresville was created for the website to highlight the holiday events.

Leah reported the CVB created a holiday popup on the website to promote holiday events in December.

Leah reported she conducted a site visit at the new MHS gym for AAU gymnastics and Carolina Union Volleyball Club.

Leah reported she made a bid presentation with Visit Lake Norman, Visit Charlotte and Visit Cabarrus to Top Gun for their 2018 tournaments.

Leah reported she met with USSSA to discuss 2018 tournaments.

Leah reported the CVB set up a booth at the AENC trade show in Raleigh in December and several hotels participated with the CVB.

Leah reported LNSC Fall Classic hosted 254 teams.

Leah reported the Lake Norman Duals wrestling tournament hosted 16 teams from 10 states and NC State wrestled UT-Chattanooga in an exhibition match.

Leads were sent for USBA tournaments, AAU basketball tournaments, AAU Karate State Championship, Girls Independent School National Championship and PBA events.

Leah reported the 2018 Visitor Guides are available.

Upcoming events: FLW Bass Fishing League tournament February 24, Girls

Independent School National Championship February 24-25

3. Police Department Report:

Captain David Call reported an increase in fraud and a robbery in the month of December.

4. Financials Report:

Mr. Johnson reported the unaudited financials for July-December were \$265,813.20 for revenue, \$84,302.90 for personnel, \$61,520.23 for operations and \$188,738.09 for marketing and promotions.

5. Chairman of the Board Report:

Mr. Johnson reported October was a great month for weddings and lacrosse and November's occupancy was up from last year with soccer events.

Mr. Johnson reported the business sector is looking up and we should see an increase in business travelers. The EDC signed a new company from Germany.

6. Mr. Johnson called for any old business.

7. Mr. Johnson called for any new business.

Mitch Abraham stated construction has started on the new office up fit and Duncan Donuts is almost complete.

The meeting adjourned at 9:40 AM.

Respectfully submitted,

Leah Mitcham  
Executive Director