

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, JUNE 7, 2018
9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

Present: Ron Johnson, Mitch Abraham, Eddie Dingler, Deborah Hockett, Leah Mitcham

Guests: Tyler Campbell, Sharon Webster

Mr. Johnson called the meeting to order at 9:05 AM. A quorum was present.

1. Approval of Minutes:

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

Mitch Abraham made a motion that the minutes be approved.

Eddie Dingler seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

Leah reported the CVB assisted 181 visitors, provided visitor services for 1 event and distributed 540 visitor guides.

Leah reported occupancy for April was 71%, almost the same as last year. YTD occupancy is slightly up from last year at 62.4%. YTD ADR is \$100.79, slightly up from last year. *Data from Smith Travel Research

Leah reported the visitor guide modals on the website resulted in even higher average click through rates for May. Impressions were 593 and CTR was 10.96%.

Leah reported the CVB created a new blog, Summer Fun in Mooresville, to highlight the fun things to do this summer.

Leah reported she met the Director for Cycle NC and GoPro Motorplex to discuss details for the upcoming Mountains to the Coast ride.

Leah reported she met with the new director for the adult soccer league for Lake Norman Soccer Club. They are hosting a new adult soccer tournament in June.

Leah reported she met with the National T-Bucket Association to discuss hosting the Race City USA Fun Run in 2019.

Leah reported she toured the new mountain bike trail with Pam Reidy and Darrin Hucks.

Leah reported she visited the wedding venues to highlight how the CVB can assist brides with lodging, goody bags, etc.

Leah reported she attended the Little 600 at GoPro Motorplex which is part of the 600 Festival activities during race week.

Leah reported the CVB has updated the marketing plan for FY2019.

Leah reported VisitNC has a new website with some great features to showcase attractions, hotels, restaurants and asked the hotels to send new photos and any updates to the CVB.

Leah reported the Spinners game on June 8 will be Mooresville CVB Night.

Leah reported the ISSA Eastern Spring Nationals had a total of 53 teams with 14 teams playing at Mazeppa Park.

Leah reported the PBA50 had 329 competitors.

Leah reported the USBA Super Regional had 86 teams.

Leads were sent for the Rising Stars Youth Bowling Tournament and BPAA Men's U.S. Open Bowling Tournament

Upcoming events: NC Open Plein Air Event June 5-9, Supra Boats Pro Wakeboard Tour June 16, USTA NC Adult 18 & Over State Championships June 14-16, World Karting Association's US Pro Kart Series June 15-16, LNSC TOM Adult Soccer Tournament June 15-16, Lake Norman Lacrosse Classic June 22-23, USBA Girls National Championship July 18-20

3. FY2018 Audit:

Mr. Johnson stated the Board needed to vote on the CPA firm to complete the audit for the CVB for the next three years.

Mitch Abraham made a motion that the CVB retain Cobb, Ezekiel to complete the audits for the next three years.

Eddie Dingler seconded the motion.

Mr. Johnson asked for any discussion. There was no discussion.

The motion passed unanimously.

4. Budget Transfer

Mr. Johnson stated the he needed a motion to do a budget transfer to correct line item overages.

Eddie Dingler made a motion to do a budget transfer.

Mitch Abraham seconded the motion.

Mr. Johnson asked for any discussion.

Mitch Abraham inquired about the overages.

Mr. Johnson stated expenses related to Cornelius Road Park.

The motion passed unanimously.

5. Proposed Budget FY2019

Mr. Johnson stated the CVB's FY2019 proposed budget was presented to the Board at last month's meeting.

Mr. Johnson opened the meeting to public comment on the proposed budget. There were no public comments.

Mr. Johnson closed the meeting.

Eddie Dingler made a motion to accept the FY2019 Proposed Budget.

Mitch Abraham seconded the motion.

Mr. Johnson asked for any discussion. There was no discussion.

The motion passed unanimously.

6. Financials Report:

Mr. Johnson reported the unaudited financials for July-May were \$806,748.01 for revenue, \$156,238.38 for personnel, \$111,996.94 for operations and \$395,981.13 for marketing and promotions.

7. Chairman of the Board Report:

Mr. Johnson reported trees have been cleared at the Mazeppa property and the CVB is in discussion with Lake Norman Soccer Club to purchase some of the land.

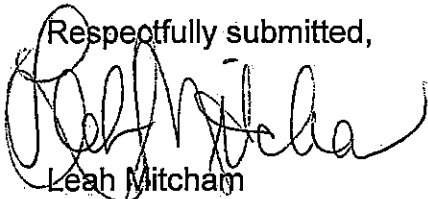
Mr. Johnson reported Maya Hotels is ready to break ground on the two hotels at Exit 31.

8. Mr. Johnson called for any old business.

9. Mr. Johnson called for any new business.

The meeting adjourned at 9:25 AM.

Respectfully submitted,



Leah Mitcham
Executive Director

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**MINUTES
CALLED BOARD MEETING
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
MONDAY, JUNE 18, 2018
10:00 AM MOORESVILLE CVB, MOORESVILLE, NC**

Present: Ron Johnson, Nick Kothadia, Amit Govindji, Eddie Dingler, Mitch Abraham, Deborah Hockett, Leah Mitcham

Guests: Tina Waddell

Mr. Johnson called the meeting to order at 10:00 AM. A quorum was present.

Mr. Johnson stated he needed a motion to do a budget transfer from capital expense to operations.

Amit Govindji made a motion to do a budget transfer from capital expense to operations.

Eddie Dingler seconded the motion.

Mr. Johnson asked for any discussion. There was no discussion.

The motion passed unanimously.

Mr. Johnson asked if there was new business.

Tina Waddell with the Candlewood Suites reported the groundbreaking for the Aloft and Tru hotels would be July 19 at 11:00 AM.

The meeting adjourned at 10:15 AM.

Respectfully submitted,


Leah Mitcham
Executive Director

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**MINUTES
CALLED BOARD MEETING
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
MONDAY, JULY 2, 2018
10:00 AM MOORESVILLE CVB, MOORESVILLE, NC**

Present: Ron Johnson, Nick Kothadia, Eddie Dingler, Mitch Abraham, Leah Mitcham

Guests: Christine Patterson, Kameko Mitchell

Mr. Johnson called the meeting to order at 11:02 AM. A quorum was present.

Mr. Johnson stated he needed a motion to add a sales position and do a budget transfer.

Nick Kothadia made a motion to add a sales position.

Mitch Abraham seconded the motion.

Mr. Johnson asked for any discussion. There was no discussion.

The motion passed unanimously.

Eddie Dingler made a motion to do a budget transfer from capital expense to personnel.

Nick Kothadia seconded the motion.

Mr. Johnson asked for any discussion. There was no discussion.

The motion passed unanimously.

The meeting adjourned at 10:11 AM.

Respectfully submitted,


Leah Mitcham
Executive Director