

**AGENDA**  
**MOORESVILLE TRAVEL & TOURISM AUTHORITY**  
**BOARD OF DIRECTORS MEETING**  
**THURSDAY, NOVEMBER 7, 2019**  
**9:00 AM – CHARLES MACK CITIZEN CENTER, MOORESVILLE NC**

1. Approval of the Minutes
2. Executive Director Report
3. Director of Sales Report
4. Financial Report
5. Chairman of the Board Report
6. Old Business
7. New Business
8. Adjourn

# MOORESVILLE

CONVENTION & VISITORS BUREAU  
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**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, OCTOBER 3, 2019**  
**9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC**

Present: Ron Johnson, Amit Govindji, Nick Kothadia, Eddie Dingler, Deborah Hockett, Leah Mitcham, Sharon Webster

Guests: Becky Loy, Renee Hall, Tonya Thompson, Christine Patterson, Stephanie Johnson, Ashley Hunt, Melissa Cuff, Beth Compton

Mr. Johnson called the meeting to order at 9:00 AM. A quorum was present.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes.

Eddie Dingler made a motion that the minutes from the September 5 meeting be approved.

Amit Govindji seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

Leah reported the CVB assisted 159 visitors, provided visitor services for 7 special events and distributed 390 visitor guides.

Leah reported occupancy for August was down 6.5% at 62.9%. ADR for August was up 3% at \$103.14. YTD Occupancy is flat at 65.5%. YTD ADR is up 1% at \$103.08.

\*Data from Smith Travel Research

Leah reported the Bound hotels fly-in campaign for August-September had 674 impressions and a CTR of 1.34%. The events fly-in campaign had 278 impressions and a CTR of 5.40%.

Leah reported Bound chose to highlight Mooresville for the persona based target marketing campaign to appeal to visitors and keep them on the website. From March to mid-August the homepage averaged a 68% bounce rate and a 61% exit rate. Visitors seeing the persona-specific content dropped to a 31% bounce rate and a 29% exit rate and a more than 200% increase in overall pages per visit and time on site.