

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, JANUARY 3, 2019
9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

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

Guests: Timothy Sullivan, Tony Bassat, Deanna Groeger, Nick Carrington, Danielle Davison

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 from the November meeting.

Amit Govindji 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 December called meeting.

Mitch Abraham made a motion that the minutes 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 259 visitors, provided visitor services for four events and distributed 720 visitor guides.

Leah reported occupancy for October was 76.2%, same as last year and November was 65%, down 8% from last year. YTD occupancy was slightly down from last year at 67.1%. ADR for October was up 3.7% at \$103.31 and November ADR was up 3.1% at \$100.59. YTD ADR is up 2.2% from last year at \$101.94. *Data from Smith Travel Research

Leah reported she attended the Chamber Planning Retreat on November 7.

Leah reported she met with Lamar to review the billboard options for 2019. The CVB will alternate advertising between a billboard on I-85 and I-77.

Leah reported she and Cathy attended the NC Business Travel Association's meeting in November.

Leah reported she gave a bid presentation with Visit Lake Norman, Visit Cabarrus and Visit Charlotte to Top Gun Sports on November 30.

Leah reported she and Cathy met with the Senior Director of Sales for Visit Charlotte to discuss partnership opportunities.

Leah reported the CVB continued to promote events and things to do in Mooresville with the Fall blog and Holiday blog on the home page of the website.

Leah reported she attended the NC Sports Association Board meeting December 12.

Leah reported the Visitor Guide modal through Bound had 395 impressions and a click thru rate of 10.13%. The hotel fly-in had 26 impressions and a click thru rate of 11.54%, all coming from out of state.

Leah reported the 2019 Visitor Guides have arrived and the CVB will be delivering to the hotels.

LNSC had 220 teams for the Fall Classic.

The Twister's Whirlwind Invitational had 550 participants.

Lake Norman Duals Wrestling Tournament had 300 wrestlers.

Leads were sent for the NCAAU basketball tournaments and GoPro Motorplex events in 2019.

Upcoming events: Lake Norman Tennis Center USTA Jr. tournament January 5-6, Adaptive Sports & Adventures Program Rugby Tournament January 26-27

3. Park and Recreation Report:

Timothy Sullivan reported he will be finalizing the 2019 Tournament Calendar by early next week.

Mr. Johnson asked when the two softball fields at Cornelius Road Park would be ready.

Timothy stated they are ready to complete the fields as soon as the weather clears up.

4. Financials Report:

Mr. Johnson reported the unaudited financials for July-December were \$268,106.17 for revenue, \$108,319.24 for personnel, \$81,535.58 for operations and \$203,319.93 for marketing and promotions.

5. Chairman of the Board Report:

Mr. Johnson reported the docks and trailer had been sold to the City of Lake Lure.

Mr. Johnson reported the weather has halted work on the Mazeppa Road property. He reported the next step would be to drill the wells.

6. Mr. Johnson called for any old business.

7. Mr. Johnson called for any new business.

Tony Bassat with the Days Inn asked about the occupancy projection for 2019.

Mr. Johnson stated occupancy has been staying consistent, but slightly down from last year and the ADR has been consistently up.

Leah stated the occupancy projection according to Randall Travel Marketing would be up 2-3 percent.

The meeting adjourned at 9:20 AM.

Respectfully submitted,

Leah Mitcham
Executive Director