

**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, FEBRUARY 7, 2019**  
**9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC**

Present: Ron Johnson, Nick Kothadia, Eddie Dingler, Deborah Hockett, Leah Mitcham, Cathy Carpenter

Guests: Deanna Groeger, Nick Carrington, Tina Waddell, Sharon Webster, Stephanie Johnson, Tonya Thompson, David Call, Renee Hall, Christine Patterson

Mr. Johnson called the meeting to order at 9:07 AM. A quorum was present.

1. Approval of Minutes:

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

Eddie Dingler 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 152 visitors, provided visitor services for two events and distributed 8200 visitor guides.

Leah reported occupancy for December was down 6% at 48.3%. YTD occupancy was slightly down 1.2% from last year at 65.5%. ADR for December was up 2.4% at \$94.89. YTD ADR is up 2.3% from last year at \$101.50. \*Data from Smith Travel Research

Leah reported the Visitor Guide modal through Bound had 1842 impressions and a click thru rate of 9.2% for the 4<sup>th</sup> quarter. The seasonal events fly-in had the highest number of impressions at 6181 and a click thru rate of 10.26%, up 74% from 3<sup>rd</sup> quarter. The hotel fly-in had 101 impressions and a click thru rate of 16.83%, up 139% from 3<sup>rd</sup> quarter. Visitors who saw a personalized message engaged the site at higher levels resulting in a 13% increase in average pages per session and a 27% decrease in bounce rates.

Leah reported she met with the Lake Norman Yacht Club to discuss 2019 events and how the CVB can partner with them on larger events.

Leah reported the mountain bike trail is complete, but not open to the public yet. A new trail is soft and the significant amount of rainfall has not given the trail time to get established.

Leah reported she met with Powerade State Games, Visit Charlotte and Visit Lake Norman to finalize dates and venues for June. They are looking to add a mountain bike race at the Mazeppa Trail and sailing.

Leah reported the CVB website is getting a makeover and should be live within a couple of weeks.

Leah reported she met with EverWondr to discuss new features for the website to engage more visitors and reach a broader audience.

Leah reported the CVB is incorporating Visit Mooresville in their marketing and advertising. Social media has been incorporating #visitmooreville and @visitmooreville.

Leah reported she conducted hotel site visits with the travel director for Top Gun Sports on January 23.

Leah reported she and Cathy attended the CRVA Tourism Awards breakfast.

The Adaptive Sports rugby tournament had five teams from Raleigh, Virginia, Maryland, Atlanta and Charlotte. The feedback was very positive and we are looking to host another tournament in the future.

Leads were sent for the Cappuccetti Eslick Wedding, Teammate Basketball NC State Championship and Race City Hoops, LNTC Aussie Day Open Doubles and USTA Jr. Championship, Carolina Big Bass Classic, Society of Accredited Marine Surveyors Regional Meeting, Carolina's Bass Challenge, Lake Norman Marathon, USSSA

Upcoming events: LNTC USTA Jr Championship February 16-17, Carolina's Bass Challenge February 16, GoPro Motorplex Karting Challenge February 16-17, Girls Independent School National Championship February 22-24,

### 3. Police Department Report:

Captain David Call reported crime for the month of January consisted of two armed robberies, car break-ins, burglaries, traffic stops.

4. Financials Report:

Mr. Johnson reported the unaudited financials for July-January were \$271,912.37 for revenue, \$129,538.72 for personnel, \$92,516.50 for operations and \$226,196.36 for marketing and promotions.

5. Chairman of the Board Report:

Mr. Johnson reported the CVB will be applying for a well drilling permit for the Mazeppa Property. The cost of the application is \$550.

Mr. Johnson stated the Board needs to appoint a legal representative for the CVB to apply for the permits associated with the Mazeppa Property.

Eddie Dingler made a motion to appoint Ron Johnson the legal representative for the CVB in order to apply for permits for the Mazeppa Property.  
Nick Kothadia seconded the motion.

Mr. Johnson asked for any discussion. There was no discussion.  
The motion passed unanimously.

6. Mr. Johnson called for any old business.

7. Mr. Johnson called for any new business.

The meeting adjourned at 9:40 AM.

Respectfully submitted,



Leah Mitcham  
Executive Director