

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, APRIL 4, 2019
9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

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

Guests: Nick Carrington, Sharon Webster, Tony Bassat, Danielle Davison, Jessica DeHart, Tina Waddell, Krishna Deva, Christine Patterson, Renee Hall, John Ferrell

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 February 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 158 visitors, provided visitor services for three events and distributed 450 visitor guides.

Leah reported occupancy for January was down 6% at 49.7%. ADR for January is up 1.6% at \$100.11. Occupancy for the last 12 months is slightly down 2.1% at 65.2%. The six year trend from 2012-2018 shows YTD occupancy average at 65.2% and YTD ADR average at \$95.37. The day of the week comparison of 2010 and 2018 shows the growth of weekend business is significant with increases from 11% to 30% due to the focus on amateur sports events, weddings and leisure travelers. *Data from Smith Travel Research

Leah reported the season event fly-in and hotels fly-in campaigns through Bound continue to show increased engagement. The segment engagement saw more out of state impressions than drive market in January. The overall sitewide performance showed an increase of 43% in pages per session and an increase of 109% for average visit duration. The campaign will continue to focus on promoting hotels and more engagement from out of state market.

Leah reported the CVB's new website is live and features more photos and a new calendar of events.

Leah reported she and Cathy made a presentation to the Visit NC Travel Guide Roadshow to highlight Mooresville's attractions and give Visit NC story ideas for the 2020 NC Travel Guide.

Leah reported she attended the Career and Networking Day at Western Carolina University.

Leah reported the billboard at Exit 49 on I-77 Southbound will promote pet friendly hotels and restaurants to entice travelers to stop in Mooresville.

Leah reported she is working on the Bike Trail for the website to promote the mountain bike trails in and around Mooresville.

Leah reported she met with Victory Lanes Bowling to prepare for new tournaments in 2019. The Rising Stars Junior Tournament will be May 4-5. The Tough Shots Junior Tournament will be May 11-12. The Southeast Bowling Association tournament will start the weekend of May 25-26 and be held every weekend through July 6-7. The U.S. Open will be October 23-30 and will bring the best bowlers from around the world. The finals will be televised on CBS Sports Network.

Leah reported she met with Lake Norman Tennis Association to discuss the USTA NC Adult State Championship in June.

Leah reported the USTA Jr. Championships had 145 players.

Leah reported the Independent School National Championships had 8 boys teams and 19 girls teams from Canada, NJ, Connecticut, NC, SC, Florida, Virginia and Maryland. Some of the college coaches in attendance were from Indiana University, Wake Forest University, UNC, UGA, Boston College, NCSU, Princeton and University of Connecticut.

Leads were sent for the Blackwelder Meeting, Lake Norman Yacht Club 2019, Meitzler/Sigmon Wedding, Tough Shots Bowling Tournament, USTA NC Adult State Championships, International Senior Softball Spring Nationals Tournament, USSSA Baseball 2019, Carolina Travel Sports Baseball 2019

Upcoming events: Race City Classic March 1-2, Battle at the Lake basketball tournament March 1-2, NC Men's Gymnastics State Championships March 8-10, St. Patrick's Day Showdown at the Lake March 16-17, AAU Season Starter March 23-24, WKA Bridgestone Manufacturers Cup March 28-30, AAU ABDL Invitational March 30-31

3. Director of Sales Report:

Cathy reported the CVB will host a travel writer at the end of May.

Cathy reported she is reviewing RFPs for meetings being planned for 2021 and 2023.

Cathy reported the CVB will have a booth at the Hospitality & Tourism Alliance's Business Showcase.

Cathy reported National Tourism Week is May 6 and the CVB is planning an event at the office May 9 from 10:00 AM to 2:00 PM.

4. Mooresville Arts Presentation

Jessica DeHart, President of the Mooresville Arts, reported over 9000 visitors to Mooresville Arts last year and over 2000 visitors to the Arts at the Mill.

Jessica reported upcoming events include Uncorked and Artsy which is held once a month, 15th Annual Ben Winkler Faces of Silver photography show and summer camps.

Jessica reported they are excited to begin renovations on the warehouse.

5. Financials Report:

Mr. Johnson reported the unaudited financials for July-March were \$514,705.50 for revenue, \$172,522.14 for personnel, \$116,177.01 for operations and \$294,959.91 for marketing and promotions.

6. Chairman of the Board Report:

Mr. Johnson reported the company was able to drill the well at the Mazeppa property. With the amount of gallons per minute, the well needs a larger pump to accommodate the volume of water.

Mitch Abraham made a motion to approve the payment of the bill including the larger pump for a total of \$15,861.84.

Nick Kothadia seconded the motion.

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

Mr. Johnson stated the plan is to build the grass fields this year so they will be ready to play by 2020. The fields will be tournament only which should allow for play during inclement weather.

7. Mr. Johnson called for any old business.
8. Mr. Johnson called for any new business.

The meeting adjourned at 9:29 AM.

Respectfully submitted,

Leah Mitcham
Executive Director