

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, FEBRUARY 8, 2018
9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

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

Guests: Sarah Muller, Tony Bassat, Deanna Groeger, Tonya Thompson, Christine Patterson, Beth Compton, David Call, Corey Ciccarelli, Sharon Webster, Renee Hall, Rebecca Paradis, Tyler Campbell

Mr. Johnson called the meeting to order at 9:08 AM. A quorum was present.

Mr. Johnson introduced Eddie Dingler as the new Commissioner on the CVB Board.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes from the January 4 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 141 visitors, provided visitor services for three events and distributed 5340 visitor guides.

Leah reported occupancy for December was up 4% from last year at 51.5%. YTD occupancy is down 5.6% at 66.4%, but up from 11% at fiscal year-end. * YTD ADR is holding at \$99.15. *Data from Smith Travel Research

Leah reported the CVB holiday popup on the website in December had 372 impressions and a click through rate of 17.47% (average is 2%).

Leah reported the CVB attended the Chamber Celebrate Business Luncheon.

Leah reported she met with Cycle NC to discuss hosting the Mountains to the Coast ride in October. Mooresville was chosen as a host city and will be the 3rd stop on the route. GoPro Motorplex will be the overnight host location.

Leah reported she worked with Cycle NC on the video for the route announcement for the Mountains to the Coast Ride.

Leah reported she met with the Southeast Bowling Association and George Pappas Victory Lane to discuss the Directors Meeting in November and the tournament in 2019.

Leah reported the Supra Boats Pro Wakeboard Tour chose Mooresville as a host for 2018.

Leah reported she attended the American Bus Association trade show in Charlotte.

Leah reported the CVB set up a booth at the Snowbirds trade show in Florida.

Leah reported the 2018 Visitor Guides are available.

Leads were sent for Baker/Chauncey wedding, Carolina's Bass Challenge, Southeast Bowling Association Directors Meeting, USTA Adult 18 & Over State Championship, FLW Bass Fishing League tournament, Supra Boats Pro Wakeboard Tour, Cycle NC Mountains to the Coast Ride.

Upcoming events: Carolinas Bass Challenge February 17, FLW Bass Fishing League tournament February 24, Independent School National Championship February 23-25, LNSC Race City Classic March 3-4, AAU Karate State Championship March 3

3. Police Department Report:

Captain David Call reported aggravated assaults, car break-ins and accidents down in January. The Mooresville Police Department is highly visible and hopes this will cut down on crime.

Detective Ciccarelli reported they are investigating retail fraud at gas stations. The Felony Lane Gang is primarily female and they are stealing people's identities using skimmers at gas stations.

Tonya Thompson with the Fairfield Inn inquired about training in human trafficking, so hotel employees would be aware of the signs.

Amit Govindji stated the lights out at the exit 36 ramp makes drivers hesitant about stopping at that exit.

4. Financials Report:

Mr. Johnson reported the unaudited financials for July-January were \$513,337.36 for revenue, \$98,732.66 for personnel, \$70,398.14 for operations and \$202,754.56 for marketing and promotions.

Mr. Johnson stated revenue is up from last quarter.

5. Chairman of the Board Report:

Mr. Johnson reported the CVB would like to purchase an aerator for approximately Three Thousand Five Hundred Dollars to assist with field maintenance.

Mr. Johnson reported the multi-purpose fields at Cornelius Road Park are scheduled to be sprigged around May 15.

Mr. Johnson stated the additional multi-purpose fields at Cornelius Road Park will be used for lacrosse practice by Lake Norman Lacrosse, soccer and lacrosse tournaments.

Captain Call said he was at Mazeppa Park during the lacrosse tournament in October and he was amazed at the number of people.

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