

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, MAY 2, 2019
9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

Present: Ron Johnson, Nick Kothadia, Leah Mitcham, Cathy Carpenter

Guests: Sarah Muller, Nick Carrington, Danielle Davison, Tony Bassat, Alexa Nagy, Jill Kerswell

Mr. Johnson called the meeting to order at 9:07 AM. A quorum was not present.

1. Presentation by Alexa Nagy with Lily Pad Haven, Inc.
2. Executive Director's Report:

Leah reported the CVB assisted 174 visitors, provided visitor services for five events and distributed 540 visitor guides.

Leah reported occupancy for March was up 1.2% at 69.2%. ADR for March was slightly up at \$102.70. YTD Occupancy is slightly down at 59.1%. YTD ADR is up 1.4% at \$101.64. *Data from Smith Travel Research

Leah reported the Google ads campaign for March-April targeting outdoors, weddings and racing had over 13000 click thrus...6548 for racing, 3936 for outdoors and 2435 for weddings.

Leah reported the website had 15,000 sessions from March 16-April 30 which was a 331% increase from previous period. There were 11,700 new users to the site with the most out-of-state users being from New York, Georgia, Florida, Pennsylvania and Ohio.

Leah reported she attended the Visit NC annual conference April 1-2. Smith Travel Research hotel data for NC shows average daily room (ADR) growth is steady and occupancy growth is bouncing back after declines in 2018. All markets showed growth in occupancy, ADR and RevPar. The East showed the biggest growth and Charlotte showed the least amount of growth. Hotel construction for NC shows a 22.8% growth from 2018 to 2019 for hotels currently under construction. Limited service construction is most of the new construction which includes Upscale, Upper Midscale, Midscale and Economy. Charlotte has the most hotel rooms currently in the pipeline at 4,923 and Raleigh is second at 2,370. In summary growth is weak but positive, ADR growth will continue to underwhelm, supply is a concern in isolated areas and the economy will dictate what happens to the hotel industry.

Leah reported an article published in the Canadian World Traveler by Jennifer Merrick entitled "Let's Drive Until It's Warm" promoted Mooresville as the halfway point on a family road trip from New York to the Florida Keys. She mentioned we were in the heart of NASCAR racing, GoPro Motorplex, Lake Norman State Park and Lancaster's Bar B-Q.

Leah reported she took the director of Carolina Hoops on a tour of the new MHS gym.

Leah reported Powerade State Games did a site visit of the new Mazeppa Trail.

Leah reported she attended Destination International's CEO Summit April 15-18.

Leah reported the Big Bass Tour had 673 anglers.

Leah reported NCAAU Super Regional had 43 teams.

Leads were sent for the Top Gun Flag Football SE Beast Co-Ed Championships and East Coast Regional Championships, and LKN1 McDavid Summer Shootout

Upcoming events: ISSA Spring Nationals May 3-5, Rising Stars Youth Bowling Tournaments May 3-5, NCAAU Girls State Championship May 4-5, Lake Norman Half Marathon May 4, National Tourism Week May 6-CVB Event May 9, Tough Shots Bowling Tournament May 10-11, High School Club Lacrosse State Championship May 10-11, Race City Festival May 11, Teammate Basketball State Championship May 18-19, Little 600 at GoPro Motorplex May 21, Top Gun Charlotte Flag Football Tournament May 25-26, SE Bowling Tournament May 25-26, NASCAR All-Star Race May 18, Coca-Cola 600 May 26

3. Director of Sales Report:

Cathy reported the CVB will host travel writers in May and June.

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. Financials Report:

Mr. Johnson reported the unaudited financials for July-April were \$514,761.70 for revenue, \$194,101.20 for personnel, \$133,010.23 for operations and \$321,333.10 for marketing and promotions.

Mr. Johnson presented the Recommended Budget for FY2020 to the Board.

5. Chairman of the Board Report:

Mr. Johnson reported the plans for the Mazeppa property had been submitted to Iredell County.

6. Mr. Johnson called for any old business.

7. Mr. Johnson called for any new business.

The meeting adjourned at 9:55 AM.

Respectfully submitted,

Leah Mitcham
Executive Director