

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, AUGUST 1, 2019
9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

Present: Ron Johnson, Mitch Abraham, Amit Govindji, Deborah Hockett, Leah Mitcham, Cathy Carpenter

Guests: Renee Hall, Deanna Groeger

Mr. Johnson called the meeting to order at 9:09 AM. A quorum was present.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes.

Amit Govindji made a motion that the minutes from the June 6 meeting be approved. Mitch Abraham seconded the motion.

The motion passed unanimously and the minutes were approved.

Mitch Abraham made a motion that the minutes from the June 20 meeting 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 402 visitors, provided visitor services for nine events and distributed 2590 visitor guides.

Leah reported occupancy for May was up 2.4% at 70.5% and June was up 2.9% at 73.8%. ADR for May was down 2.4% at \$104.58 and June was up 1.6% at \$106.44. YTD Occupancy is up 1.6% at 65.8%. YTD ADR is slightly up at \$103.32. *Data from Smith Travel Research

Leah reported she gave a tour of the Mazeppa Trail to NC Interscholastic Cycling League.

Leah reported she has been working with Cobb, Ezekiel, Loy on the FY2019 audit.

Leah reported the CVB is working on new videos for the website, social media and advertising.