

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, JUNE 6, 2019
9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

Present: Ron Johnson, Nick Kothadia, Amit Govindji, Deborah Hockett, Leah Mitcham, Cathy Carpenter

Guests: Tony Bassat, John Ferrell, Renee Hall, Deanna Groeger, Tairra Hoover, Jhosseline Hernandez

Mr. Johnson called the meeting to order at 9:03 AM. A quorum was present.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes from the May 2 and May 13 meetings.

Nick Kothadia 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 188 visitors, provided visitor services for three events and distributed 1000 visitor guides.

Leah reported occupancy for April was up 3% at 73%. ADR for April was slightly up at \$103.01. YTD Occupancy is slightly up at 62.6%. YTD ADR is up 1.2% at \$102.04.

*Data from Smith Travel Research

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 Mazeppa Trail.

Leah reported the director of Charlotte Youth Cycling League did a site visit of the Mazeppa Trail.

Leah reported she attended the NASC Sports Symposium May 6-9.

Leah reported she attended the Little 600 and Legends race at GoPro Motorplex. Lake Speed, David Green and Bobby Labonte were the top 3 for the Legends race. Zane

Smith took the top spot in the Little 600 with Corey LaJoie and Chase Cabre in second and third.

Leah reviewed the FY2020 Marketing Plan.

Leah reported the HS Club Lacrosse State Championships had 10 teams.

Leah reported NCAAU Girls State Championship had 57 teams.

Leah reported the JVA Charlotte Challenge had 157 teams.

Leah reported Teammate Basketball's NC State Championships had 100 teams.

Leah reported the Rising Stars Youth Bowling Tournament had 418 competitors.

Leads were sent for the Lake Norman Tennis Center Jr. Championships, USTA Lake Norman Turkey Classic and I-77 Skills Evaluation Showcase

Upcoming events: Charlotte Youth Cycling League Race June 2, LNSC Adult Soccer Tournament June 1-2, LKN1 McDavid Summer Shoot Out June 1-2, Powerade State Games Youth Baseball June 1-2 and 8-9, Powerade State Games Karate June 22, Lake Norman Lacrosse Classic June 22-23, USTA NC Adult State Championships June 20-23, Southeast Bowling Tournament June 1-2 through July 6-7, USSSA Firecracker Classic June 29-30, Teammate Basketball's Race City Hoops Classic June 29-30

3. Director of Sales Report:

Cathy reported she attended the AENC Hotel Contract Boot Camp May 2-3.

Cathy reported National Tourism Week was May 6 and the CVB hosted a celebration at the office May 9.

Cathy reported the CVB hosted a travel writer May 31-June 2. They toured Downtown, Carrigan Farms and Lake Norman State Park.

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

4. FY2020 Budget

Mr. Johnson presented the FY2020 recommended budget to the Board.

Ron stated the meeting was open for public comment on the FY2020 Recommended Budget.

There were no public comments.

Mr. Johnson closed the meeting to public comment.

Nick Kothadia made a motion to accept the FY2020 Recommended Budget.

Amit Govindji seconded the motion.

The motion passed unanimously.

5. Financial Report:

Mr. Johnson reported the unaudited financials for July-May were \$744,251.61 for revenue, \$215,683.50 for personnel, \$143,385.62 for operations and \$471,681.67 for marketing and promotions.

6. Chairman of the Board Report:

Mr. Johnson reported Lake Norman Soccer Club would like to build two turf fields on the Mazeppa property. The additional turf fields would mean less cancellations of tournaments during inclement weather.

Mr. Johnson stated the CVB is waiting on permit information from the County for the Mazeppa Property.

7. Mr. Johnson called for any old business.

8. Mr. Johnson called for any new business.

The meeting adjourned at 9:40 AM.

Respectfully submitted,

Leah Mitcham
Executive Director