

**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.

Leah reported she attended a meeting with NC Sports Association and Visit NC to review the brand platform recommendations for Sports NC.

Leah reported Visit NC pitched Mooresville for an article for Readers Digest online entitled "12 Small Towns That Are About To Become Popular." The article was also included in the lifestyle section of MSN.com.

Leah reported The Commoner Magazine, a weekly on-line publication, published an article on Mooresville and mentioned The Lazy 5 Ranch and the Carrigan Farms Quarry.

Leah reported she submitted Mooresville's pet friendly places and things to do at our local breweries for story ideas to Visit NC.

Leah reported the Bound hotel fly-in campaign for June had 1163 impressions and a CTR of 3.18%. The visitor guide campaign had 1244 impressions and a CTR of 1.77%.

Leah reported she has been working with a lacrosse organization on a new tournament for 2020.

Leah reported the Charlotte Youth Cycling League had 64 racers for the first race at the Mazeppa Park Trail.

Leah reported the Lake Norman Lacrosse Classic had 55 teams.

Leah reported the Southeast Bowling Association Tournament had 2300 competitors over the seven weekends beginning May 25-26.

Leah reported Teammate Basketball's Race City Hoops Classic had 50 teams.

Leah reported the NCAAU USA Select Tournament had 217 competitors.

Leah reported Powerade State Games karate tournament had 66 competitors.

Leah reported the USTA NC Adult State Championships had over 1100 players with 480 playing in Mooresville.

Leah reported the Top Gun Flag Football East Coast Regionals had 82 teams.

Leads were sent for the Coaxum/McNair wedding, NCAAU Girls Basketball Fall Championship, Arts at the Mill.

Upcoming events: Top Gun Southeast Beast Co-Ed Championships August 10-11, I-77 Skills Eval & Showcase August 10-11

### 3. Director of Sales Report:

Cathy reported the CVB assisted the Blackwelder Vietnam Veterans group with their reunion June 6-10.

Cathy reported she gave a site visit to the NASCAR Hall of Fame sales team June 14.

Cathy reported she attended the Team Charlotte meeting June 20.

Cathy reported the Exchange Club held their annual conference at the Hilton Garden Inn June 21-23.

Cathy reported the CVB hosted two travel writers from Michigan June 28-29.

Cathy reported she attended the Meeting Planners International conference July 18-19.

Cathy reported she attended the Association of Executives of NC's annual meeting July 20-21.

Cathy reported she attended NC Business Travel Association's Education Day on July 26.

Cathy reported she gave a tour of the NASCAR Hall of Fame to Niagara Bottling Company.

### 4. Financial Report:

Mr. Johnson reported the unaudited financials for FY2019 were \$1,066,972 for revenue, \$238,050.93 for personnel, \$156,140.99 for operations and \$496,466.84 for marketing and promotions.

Deborah Hockett stated the revenue exceeded the expenditures for FY2019.

Mr. Johnson reported the unaudited financials for July were \$139.50 for revenue, \$22,792.85 for personnel, \$16,893.41 for operations and \$64,739.14 for marketing and promotions.

### 5. Chairman of the Board Report:

Mr. Johnson reported the Minutes and Financials for the CVB have been listed on the Town's website and have been added to the CVB's website.

Mr. Johnson stated progress for the fields on the Mazeppa Property is moving slow.

Mr. Johnson stated progress on the new Tru Hotel is moving quickly.

Mr. Johnson stated the Home2 Suites should be completed by the end of 2020.

6. Mr. Johnson called for any old business.

7. Mr. Johnson called for any new business.

Renee Hall with Hilton Garden Inn stated they were ranked 63 out of 500 Hilton Garden Inns in the country.

Deanna Groeger with the Fairfield Inn inquired about the NC/SC Travel South conference and stated Mike Rink with the Twister's Shag Club may need a new venue for his event in November.

The meeting adjourned at 9:55 AM.

Respectfully submitted,

Leah Mitcham  
Executive Director