

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, OCTOBER 3, 2019
9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

Present: Ron Johnson, Amit Govindji, Nick Kothadia, Eddie Dingler, Deborah Hockett, Leah Mitcham, Sharon Webster

Guests: Becky Loy, Renee Hall, Tonya Thompson, Christine Patterson, Stephanie Johnson, Ashley Hunt, Melissa Cuff, Beth Compton

Mr. Johnson called the meeting to order at 9:00 AM. A quorum was present.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes.

Eddie Dingler made a motion that the minutes from the September 5 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 159 visitors, provided visitor services for 7 special events and distributed 390 visitor guides.

Leah reported occupancy for August was down 6.5% at 62.9%. ADR for August was up 3% at \$103.14. YTD Occupancy is flat at 65.5%. YTD ADR is up 1% at \$103.08.

*Data from Smith Travel Research

Leah reported the Bound hotels fly-in campaign for August-September had 674 impressions and a CTR of 1.34%. The events fly-in campaign had 278 impressions and a CTR of 5.40%.

Leah reported Bound chose to highlight Mooresville for the persona based target marketing campaign to appeal to visitors and keep them on the website. From March to mid-August the homepage averaged a 68% bounce rate and a 61% exit rate. Visitors seeing the persona-specific content dropped to a 31% bounce rate and a 29% exit rate and a more than 200% increase in overall pages per visit and time on site.

Leah reported she is working with a Japanese TV Production Company on a historic program that will feature Lake Norman and other areas in the US.

Leah reported she partnered with Visit Charlotte, Visit Lake Norman and Cabarrus County CVB on a bid presentation for Top Gun Sports.

Leah reported she attended the NC Tourism Leadership Conference on September 12.

Leah reported she is working with Powerade State Games on dates and venues for 2020.

Leah reported the induction ceremony for the NC Auto Racing Walk of Fame was held September 23 and Tony Stewart and Jerry Cook were the inductees.

Leah reported she is working on the FY2019 Annual Report.

Leads were sent for the Lake Norman Duals Wrestling Tournament, Medical Pipeline Solutions and Powerade State Games.

Upcoming events: Charlotte Youth Cycling League Mountain Bike Race October 6, Top Gun Baseball Zone Qualifier October 5-6, Carpetbagger Lacrosse Fall Classic October 12-13 and 19-20, Comets Youth Sports Battle at the Lake Showcase October 26-27, Carolina Hoops Friday Night Lights November 1, Twister's Whirlwind Invitational November 1-2

3. FY2019 Audit Report

Becky Loy with Cobb, Ezekiel, Loy & Company reviewed the FY2019 Audit. The CVB received an unmodified opinion, the highest opinion you can receive for an audit.

4. Financial Report:

Mr. Johnson reported the unaudited financials for July-September were \$158.10 for revenue, \$66,992.86 for personnel, \$37,074.36 for operations and \$121,600.57 for marketing and promotions. Mr. Johnson stated all categories are under budget.

5. Chairman of the Board Report:

Mr. Johnson stated construction on the two new hotels at Exit 31 is moving fast. The Home2 Suites at Exit 30 is close to completion. A new boutique hotel has been proposed for Exit 31.

Mr. Johnson stated revenue was slightly up for FY2019.

6. Mr. Johnson called for any old business.
7. Mr. Johnson called for any new business.

The meeting adjourned at 9:20 AM.

Respectfully submitted,

Leah Mitcham
Executive Director