

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, NOVEMBER 7, 2019
9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

Present: Ron Johnson, Mitch Abraham, Nick Kothadia, Eddie Dingler, Amit Govindji, Deborah Hockett, Leah Mitcham, Cathy Carpenter

Guests: Beth Compton, Chris Wood, Lois Johnson, Melissa Cuff, Deanna Groeger, Tony Bassat, Chris Browning, Stephanie Johnson

Mr. Johnson called the meeting to order at 9:08 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 October 3 meeting be approved. Mitch Abraham seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

Leah reported the CVB assisted 160 visitors, provided visitor services for two special events and distributed 455 visitor guides.

Leah reported occupancy for September was down 12.4% at 61.9%. ADR for September was up 2.3% at \$103.15. YTD Occupancy is down 1.7% at 65.1%. YTD ADR is up 1% at \$103.09. *Data from Smith Travel Research

Leah reported the new fall blog entitled Five Things We Love About Fall in Mooresville features fall festivals, pumpkin patch picking, outdoor eats and drinks, water sports, hiking and biking.

Leah reported the CVB hosted the Hockenheim students at Zootastic Park.

Leah reported the US Open bowling tournament held at Victory Lanes had 144 professional bowlers from all over the world competing for the title. Francois Lavoie beat Sean Rash for the title.

Leah reported there were 42 racers for the Charlotte Youth Cycling League mountain bike race October 6.

Leah reported there were 32 boys teams and 26 girls teams for the LKN Lacrosse Fall Classic.

Leah reported the Battle at the Lake girls softball showcase had 27 teams and 34 college coaches.

Leah reported the new video was complete and live on the website. (Leah showed the video.)

Leah reported the CVB has added a TV in the lobby to promote Mooresville through videos and pictures.

Leah reported she and Ron presented the FY2019 Annual Report to the Town Board. (Leah presented the report.)

Leads were sent for the Lenz Sturgill wedding, Carolina Girls Hoops, Teammate Basketball 2020 tournaments, Adaptive Sports Rugby Tournament, LKN1/BOBW 2020 tournaments.

Upcoming events: Whirlwind Invitational November 1-2, Friday Night Lights November 1, Arts at the Mill November 8-9, Fall Classic November 15-17 and 22-24, LNTC USTA Lake Norman Turkey Classic November 22-24, NPL Showcase December 6-8

3. Director of Sales Report:

Cathy reported she will be attending the AENC Fall Conference for meeting planners across the state in November.

Cathy reported she will be attending Meeting Planners International's Fall Meeting in November.

Cathy reported the CVB will host a travel writer November 29-December 1.

4. Financial Report:

Mr. Johnson reported the unaudited financials for July-October were \$294.50 for revenue, \$89,374.41 for personnel, \$55,914.67 for operations and \$133,041.30 for marketing and promotions.

Mr. Johnson stated all categories are within budget.

5. Chairman of the Board Report:

Mr. Johnson reported an RFP was sent out for marketing services to three companies. One company declined to bid and two offered proposals, Equine Marketing Group and NVisionative. (Leah emailed the proposals to the Board prior to the meeting.)

Mitch Abraham made a motion to hire Equine Marketing Group for marketing services. Eddie Dingler seconded the motion.

Mr. Johnson asked for any discussion. There was no discussion. The motion passed unanimously.

6. Mr. Johnson called for any old business.

7. Mr. Johnson called for any new business.

Ron welcomed the General Manager and Director of Sales from the Home2 Suites.

The meeting adjourned at 9:36 AM.

Respectfully submitted,

Leah Mitcham
Executive Director