

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, JANUARY 9, 2020
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: Tina Waddell, Tony Bassat, Bryan Alton, Melissa Cuff, Jhosseline Hernandez, Randy Crum, Tim Sullivan

Mr. Johnson called the meeting to order at 9:06 AM. A quorum was present.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes.

Mitch Abraham made a motion that the minutes from the November 7 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 250 visitors, provided visitor services for three special events and distributed 9900 visitor guides.

Leah reported occupancy for October was down 7.8% at 70% and November was flat at 65%. ADR for October was up 1% at \$104.46 and November was down 2.5% at \$98.03. YTD Occupancy is down 2% at 65.6%. YTD ADR is up 1% at \$102.77. *Data from Smith Travel Research

Leah reported the holiday blog entitled Holiday Celebrations in Mooresville included A Classic Christmas, Downtown's Holiday Light Spectacular and Zootastic's Christmas Wonderland of Lights along with other local events.

Leah reported she gave a site visit of the Mazeppa trail to the Director of the Cane Creek Cup Race Series. The Powerade State Games mountain bike race at Mazeppa in June will be a part of this series.

Leah reported Trip Info's video of the week in December featured Mooresville restaurants. Total impressions for December including online, weekly newsletters and the digital magazine were 1975 with a click-thru rate of 7.09%.

Leah reported she attended the TEAMS sports conference with Visit Charlotte November 12-15.

Leah reported she met with Visit Charlotte, Visit Lake Norman and LKN1 to discuss 2020 tournaments.

Leah reported she met with Park and Recreation to review 2020 tournament dates.

Leah reported the 2020 visitor guides are available.

Leah reported International Hotel Management recently reported U.S. hotel occupancy will dip slightly but remain above 65.5 percent through 2021. RevPar will increase less than 1% per year through 2021. CBRE Hotels Research is forecasting 112,262 net new hotel rooms to enter the U.S. Lodging Inventory during 2020 and 89.3 percent of those rooms will open in the 60 major markets covered by CBRE's Hotel Horizons reports. This is the highest percentage observed for this metric since STR began tracking the U.S. lodging inventory in 1988. Charlotte, Nashville and Savannah will experience supply gains of greater than 7 percent.

Leah reported she received a report from Visit Charlotte showing the top Mooresville visitor attractions out of 26 points of interest according to mobile data collected from a third party between January 1, 2018 and September 30, 2019. Lazy 5 Ranch, Lake Norman State Park, NASCAR Technical Institute, Mazeppa Park, Queen's Landing, GoPro Motorplex, Ghostface Brewing, Victory Lanes Entertainment Center, Pit Indoor Kart Track and Zootastic Park were the top 10.

Leah reported there were 78 players for the Friday Night Lights basketball tournament.

Leah reported there were 237 teams for the Novant Health Fall Classic soccer tournament.

Leah reported there were 38 teams for the NPL Showcase soccer tournament.

Leah reported there were 27 teams for the Top Gun Flag Football Carolina State Championships.

Leads were sent for the Top Gun Flag Football Carolina State Championships, Hobie Kayak Bass Open Series, NCUSBC Youth State Tournament, LNTC Jr. Championships, LNTC Mardi Gras Jr. Classic, FLW Phoenix BFL Tournament, NC Business Travel Association Meeting

Upcoming Events: Independence Soccer Club's Independence Friendlies January 25-26

3. Director of Sales Report:

Cathy reported the CVB and hotel partners will have a booth at the Carolina Bridal Show January 19.

Cathy reported the AENC annual trade show in December had over 250 attendees and over 100 came by the CVB booth. The winner of the trip to Mooresville will be coming in January for a site visit.

Cathy reported Global Business Travel Association came for a site visit in December.

Cathy reported she will be attending the AENC winter conference January 30-31 and giving a presentation.

4. Financial Report:

Mr. Johnson reported the unaudited financials for July-December were \$261,573.92 for revenue, \$135,611.47 for personnel, \$89,820.03 for operations and \$205,614.73 for marketing and promotions.

Mr. Johnson stated all categories are within budget.

5. Chairman of the Board Report:

Mr. Johnson stated the Board needed to approve the dates for 2020 for the Board meetings.

Amit Govindji made a motion to approve the 2020 Board meeting dates.

Mitch Abraham seconded the motion.

Mr. Johnson asked for any discussion. There was no discussion.

The motion passed unanimously.

Mr. Johnson reported with the additional hotel rooms coming to Mooresville it was time to do another tourism study. The last tourism study by Randall Travel Marketing was in 2013.

Mr. Johnson stated Randall Travel Marketing's proposal for a tourism research study is \$36,000.

Nick Kothadia made a motion to approve the proposal from Randall Travel Marketing.

Amit Govindji seconded the motion.

Mr. Johnson asked for any discussion.

Nick Kothadia asked if there were other companies that performed these studies.

Leah stated there was another company in Charlotte and they were trained by Judy Randall.

Mr. Johnson stated Judy Randall was known as the expert on tourism research.

There was no further discussion. The motion passed unanimously.

Mr. Johnson stated an eight-story hotel has been brought before the Town Board for approval.

Cathy Carpenter asked where the eight-story hotel would be built.

Ron Johnson stated on Alcove Road next to the apartments currently under construction.

6. Mr. Johnson called for any old business.

7. Mr. Johnson called for any new business.

Eddie Dingler stated the Town Board would like information on the current hotel market.

8. Ron Johnson asked for a motion to go into closed session.

Eddie Dingler made a motion to go into closed session.
Amit Govindji seconded the motion.
The Board voted unanimously to go into closed session.

Following the closed session, the Board returned to open session.

Deborah Hockett, ex-officio Finance Officer, made a proposal to have access to the CVB Quickbooks. The CVB will enter the bills into Quickbooks and a member of Deborah's staff will review and cut checks. This will eliminate the need for a bookkeeper for the CVB.

Eddie Dingler made a motion to give Deborah Hockett access to the CVB Quickbooks.
Amit Govindji seconded the motion.
Mr. Johnson asked for any discussion. There was no discussion.
The motion passed unanimously.

The meeting adjourned at 10:17 AM.

Respectfully submitted,

Leah Mitcham
Executive Director