

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, AUGUST 6, 2020
9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

Present: Ron Johnson, Mitch Abraham, Amit Govindji, Grant Hutcheson, Deborah Hockett, Leah Mitcham, Cathy Carpenter

Guests: Heath Dillard, Tony Bassat, Christine Patterson, Allison Case, Debbie Furr, Kim Atkins

Mr. Johnson called the meeting to order at 9:08 AM. A quorum was present.

Mr. Johnson welcomed new Board member, Grant Hutcheson, the General Manager for the Hilton Garden Inn.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes.

Mitch Abraham made a motion that the minutes from the June 4, 2020 meeting be approved. Amit Govindji seconded the motion. The motion passed unanimously and the minutes were approved.

2. Leah introduced Heath Dillard with the Charlotte Regional Visitors Authority. Heath gave a presentation on visitor data from Uber Media and vacation rental data from AirDNA.

3. Executive Director's Report:

The CVB assisted 89 visitors including one from France and distributed 593 visitor guides and 209 digital views/downloads.

Leah reported occupancy for May was 26.4%, down -62.6%. ADR for May was down -23.7% at \$79.81. Occupancy for June was 33.4%, down -54.7%. ADR for June was down 21.8% at \$83.22. Revenue was down 71.7% in May and 61.7% in June.* *Data from STR

STR reports U.S. occupancy for the week of July 19-25 was 48.1%, down 37.9% from the same week in 2019. ADR was \$99.24, down 27.3% and RevPAR was \$47.75, down 54.8%.

In June the CVB promoted the Summer Fun at the Lake 1 which reached 97,679 people, with 1973 clicks and a CTR of 1.42% (avg CTR is .89%).

In July the CVB promoted Summer Fun at the Lake 2 which reached 95,640 people, 2172 clicks and a CTR of 1.58%.

The weddings promotion reached 129,120 people, 19,070 clicks and a CTR of 7.06%. There were also 6438 additional clicks to our website from this promotion.

In July the CVB began promoting the Find Yourself Here Summer Getaway. The promotion has reached 61,536 people, 1826 clicks and a CTR of 1.87%.

The CVB website had 14,371 users and 24,246 pageviews with user locations coming from Charlotte, Mooresville, Atlanta, Raleigh, Nashville, Washington DC, Memphis and Virginia Beach. Social media ads are targeting the drive market which includes Georgia, Tennessee and Virginia.

Cathy and Leah had a virtual meeting with Visit Charlotte's Director of Marketing to discuss advertising opportunities. For the month of September, the CVB will sponsor a neighborhood which includes a Mooresville featured neighborhood landing page on the Charlotte's Got A Lot website as well as a blog article about Mooresville which will be shared on social media and will live on their website.

The week of July 13 the Lazy 5 Ranch and Carrigan Farms were featured on the Five to Try This Week in Charlotte which resulted in an increase in the number of visitors to our website from Charlotte.

Bound's personalized messaging to visitors to the CVB website in 2nd quarter saw a 241% increase in average visit duration, a 72% increase in average pages per session and a 40% decrease in bounce rate. The visitor guide modal had 522 impressions with a 4.60% CTR. The hotels fly-in had 1169 impressions with a 3.76% CTR. The conversions per visitor significantly increased for the targeted audience. The biggest increase was for hotel page views. The conversion rate increased by 189% this quarter.

North Carolina Weekend for June 13-14 highlighted country stores and markets and included D.E. Turner Hardware. For June 20-21 they highlighted small town treasurers and included Richard's Coffee Shop.

Leah reported the CVB is working on a new wedding's brochure.

The Patriot Games mountain bike race was held June 28 at Mazeppa Park Trail. There were 180 racers with 41 being from out of town and an estimated room demand of 29.

The Top Gun Softball Summer World Series was held July 25-27 at Cornelius Road Park. There were 14 teams, 7 from out of town with an estimated room demand of 100. Leah thanked Park and Rec for working with the CVB to host the tournament.

Leah stated she is unsure when indoor sports will continue. The basketball tournaments rescheduled for August have been cancelled.

Leah stated Carpetbagger Lacrosse's LKN Summer Classic August 15-16 has been cancelled and moved to Spartanburg, SC.

The Top Gun Flag Football Nationals is scheduled for Labor Day weekend, September 5-7. The PBA 50/60 is scheduled for Labor Day weekend, September 3-7. FLW Phoenix Bass Fishing

League is September 12-13, USSSA Fall State Championship September 26-27, and Carolina Big Bass Classic is September 25-27.

The CVB started a new restaurant promotion called #Whats4DinnerLKN and will promote a different restaurant every Friday. Last week 158 On Main was featured and this week is Monsoon.

4. Director of Sales Report:

Cathy reported the Southeast Tourism Society cancelled the Domestic Showcase scheduled for February 2021 in Huntsville, Alabama. The 2022 event will be in Virginia Beach.

Cathy reported she needs additional information from some hotels, venues, and attractions for the Cvent profile.

Cathy reported some meeting planners are looking to reschedule tours possible in the Fall or Spring/Summer 2021.

Cathy reported a couple travel writers and bloggers have reached out in the past couple of weeks looking to schedule visits in the Fall.

Cathy reported the CVB was a community sponsor for the Field of Flags at the Lowe's YMCA.

Cathy reported she partnered with Mooresville Arts to get artwork to display at the renovated I-77 Welcome Center South.

Cathy reported she attended the CRVA City Outlook Virtual Meeting on July 29.

Cathy reported she hosted a site visit of the Charles Mack Citizen Center for the Feast of Tabernacles group.

Cathy reported she worked with the Tru to set up a site visit for the Gujar-Paradzinsky wedding group.

Cathy reported she attended the Virtual Tour webinar hosted by Convention South. The CVB needs virtual tours of venues for the CVB website and Cvent.

Cathy reported she sent a lead for the Jesus Christ Institutional Church Assemblies group.

Cathy reported she is attending the MPI Education Committee's virtual meeting on August 20th.

Cathy reported the CVB is sponsoring the boxed lunches for the AENC annual golf tournament.

5. Financial Report:

Mr. Johnson reported the unaudited financials for July-June, fiscal year 2020, were \$804,4883.70 for revenue, \$271,424.66 for personnel, \$163,867.73 for operations and \$457,002.87 for marketing and promotions.

Mr. Johnson reported the unaudited financials for July, fiscal year 2021, were \$0 for revenue, \$25,212.14 for personnel, \$12,438.59 for operations and \$36,493 for marketing and promotions.

6. Chairman of the Board Report:

Mr. Johnson reported SouthMark Properties has a client who would like to purchase 15 acres of the property on Mazeppa Road. The offer is Three Hundred Twenty-Five Thousand Dollars (\$325,000.00).

Amit Govindji asked if the 15 acres was prime acreage of the property.
Mr. Johnson stated yes.

Amit Govindji made a motion to reject the proposal from SouthMark Properties.
Mitch Abraham seconded the motion.

Mr. Johnson asked if there was any discussion.

Mitch Abraham asked if the 15 acres had road frontage.
Mr. Johnson stated yes.

There was no further discussion.
The motion passed unanimously.

7. Mr. Johnson called for any old business.

8. Mr. Johnson called for any new business.

The meeting adjourned at 9:51 AM.

Respectfully submitted,

Leah Mitcham
Executive Director