

**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, SEPTEMBER 3, 2020**  
**9:00 AM VICTORY LANES BOWLING CENTER, MOORESVILLE, NC**

Present: Ron Johnson, Mitch Abraham, Eddie Dingler, Grant Hutcheson, Leah Mitcham, Cathy Carpenter

Guests: Tony Bassat, Tonya Thompson, Deanna Groeger

Mr. Johnson called the meeting to order at 9:05 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 August 6, 2020 meeting be approved. Mitch Abraham seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

The CVB assisted 42 visitors, distributed 162 visitor guides and had 134 visitor guide requests.

Leah reported occupancy for July was 34.1% down 48.7%. ADR for July was \$85.44 down 15.9% at \$85.44. Revenue was down 48.9% in July.\* \*Data from STR

STR reports U.S. occupancy for the week of August 16-22 was 48.8%, down 30.3% from the same week in 2019. ADR was \$100.08, down 22.7% and RevPAR was \$48.81, down 46.1%.

The CVB website had 6967 users and 11,970 pageviews with user locations coming from Charlotte, Mooresville, Atlanta, Raleigh, Washington DC, Nashville, Virginia Beach and Memphis.

The promotion Summer Fun at the Lake Adventure reached 31,660 people, with 868 clicks and a CTR of 2.17% (avg CTR is .89%).

The promotion Summer Fun at the Lake Relax reached 30,725 people, with 905 clicks and a CTR of 2.375%.

The weddings promotion reached 72,351 people, with 11,864 clicks and a CTR of 10.88%.

The Find Yourself Here Summer Getaway promotion reached 74,768 people, with 2,361 clicks and a CTR of 2.27% (avg CTR is .89%).

Leah stated the CVB would continue this promotion through the Fall and asked the hotels to send a reservation link and the details of their promotion if they wanted to participate.

The Lake Norman State Park is listed in the 10 Hikes within 2 hours of Uptown Charlotte on the Charlotte's Got A Lot website.

U.S. Travel Association will launch the Let's Go There travel campaign on September 8. The campaign is to inspire and encourage people to plan a future trip. The CVB will be incorporating this into their marketing.

In Bound's personalized messaging to visitors to the CVB website for July 16-August 15 the visitor guide modal campaign had 616 impressions, 49 clicks and a CTR of 7.95%. The hotels and Summer Getaway fly-in campaign had 2,064 impressions with 63 clicks and a CTR of 3.05%. The Fun Things To Do on the home page had 1442 impressions, 59 clicks and a CTR of 4.09%.

The Iredell Economic Development Corporation was highlighted in a special report in the Charlotte Business Journal's August 21 issue. The CVB did a half page ad for this special report.

According to surveys by Destination Analysts only one-third of American travelers have plans for the rest of 2020. For every 1 traveler who is ready to travel now, 2.4 are not ready to travel yet. The single most desired travel experience of these travelers is to spend time with loved ones followed by relaxation and peace of mind. Repeat visitation is also particularly attractive to those who plan to travel sometime in 2020. More than 70 percent of respondents stated their next leisure trip is likely to be somewhere they have visited previously.

The CVB designed a postcard which will be mailed to visitors who have requested information within the past two years. The postcard features pictures on the front with the tagline "find your perfect self here" and on the back "when you're ready for your next adventure, we're ready to welcome you back!"

Leah had a phone conference with a local organization about the possibility of hosting a track and field event next summer.

The CVB has partnered with The Sport Management Group to host the Mazeppa Park Redux mountain bike race September 13 and the Mazeppa Trail Run on September 19 which will be the first trail run hosted at the Mazeppa trail.

The Top Gun Flag Football Nationals scheduled for Labor Day weekend, September 5-7, moved to a private facility in Charlotte after getting confirmation from the NC Department of Health and Human Services that flag football is deemed a contact sport.

The PBA 50/60 scheduled for Labor Day weekend, September 3-7, will be rescheduled later this year.

Leads were sent out for Top Gun Softball Battle of the Belts, Top Gun Baseball Fall Zone Qualifier, USTA NC Adult State Championship 2021, NCAAU Girls Basketball Tournament and NCAAU Girls State Championship.

FLW Phoenix Bass Fishing League is September 12-13, Top Gun Softball Battle of the Belts is September 12-13, Mazeppa Park Redux Mountain Bike Race is September 13, Mazeppa Trail Run is September 19, USSSA Fall State Championship September 26-27, Perfect Game Fast Pitch Softball is September 26, and Carolina Big Bass Classic is September 25-27.

The #Whats4DinnerLKN promotion has featured 158 on Main, Monsoon Asian Grill and Sushi Bar, Barcelona Burger Bar, Big Daddy's and On the Nines.

Leah congratulated the Tru Hotel on their ribbon cutting on August 18.

### 3. Director of Sales Report:

Cathy reported travel writers/journalists and bloggers are reaching out to reschedule FAM dates. The first writer to re-schedule is coming in October 15, 16 & 17. Tru will be the host hotel.

Cathy reported she attended the Cvent 2-day Annual Conference, August 25<sup>th</sup> and 26<sup>th</sup> – a large convention held each year in Vegas hosting approximately 4,000 to 5,000 attendees. This year the virtual event had over 35,000 attendees. The future of events will be in a hybrid form moving forward. There will be attendees in person and in a virtual setting which increases the exposure and connections. The production showed all the possibilities for meetings, appointments and trade show options for future promotions and attendance.

Cathy reported she upgraded the listing with Group Travel Leader to a premium listing for new lead generation.

Cathy reported the CVB will be the lunch box sponsor at the AENC Golf Tournament in Pinehurst. This sponsorship was originally planned for the annual meeting in July.

Cathy reported the HTA Showcase in Charlotte scheduled for September 23 has been cancelled.

Cathy reported the CVB is partnering with the GoPro Motorplex to do a double booth at the AENC Annual Trade Show in December in Raleigh.

### 4. Financial Report:

Mr. Johnson reported the unaudited financials for July-August were \$0 for revenue, \$48,524.57 for personnel, \$32,196.16 for operations and \$46,243.00 for marketing and promotions.

### 5. Chairman of the Board Report:

Mr. Johnson reported revenue is down significantly due to COVID-19.

Mr. Johnson reported the CVB's FY2020 audit is currently being prepared and should be complete in October.

Mr. Johnson reported the Walk of Fame pavers should be installed soon but the ceremony has been cancelled.

6. Mr. Johnson called for any old business.

7. Mr. Johnson called for any new business.

Tonya Thompson with the Fairfield Inn asked if the CVB paid sponsorship for the events that were cancelled.

Mr. Johnson stated the CVB does not give sponsorship unless an event is held. He stated the CVB typically covers the rental costs for facilities which is money paid to the Town and after the event is over.

The meeting adjourned at 9:41 AM.

Respectfully submitted,

Leah Mitcham  
Executive Director