

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, MARCH 4, 2021
9:00 AM VICTORY LANES BOWLING CENTER, MOORESVILLE, NC

Present: Amit Govindji, Eddie Dingler, Mitch Abraham, Grant Hutcheson, Deborah Hockett, Leah Mitcham, Cathy Carpenter

Guests: Beth Compton, Rachel Jones, Deanna Groeger, Christine Patterson, Debbie Furr, Beau Falgout

Amit Govindji called the meeting to order at 9:08 AM. A quorum was present.

1. Approval of Minutes:

Mr. Govindji called for approval of the minutes.

Mitch Abraham made a motion that the minutes from the February 4 meeting be approved.

Eddie Dingler seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

Leah thanked Eddie Dingler and the Town Board for approving the Mazeppa Park artificial turf fields project for the FY2022 budget.

The CVB assisted 23 visitors, had 43 visitor guide requests, distributed 162 visitor guides and provided goody bags for one event.

Leah reported occupancy for January was 32.4% down 33.8%, ADR was \$77.86 down 22% and Revenue was down 38.3% but up from last month which was 45.3%.* Data from STR

Leah reported the CVB website for the month of February had 2970 users, up 77.95% from January with 92.8% being new users, up 77%, and 5446 pageviews, up 54%. Top user locations coming from North Carolina, Georgia, Tennessee, Virginia and South Carolina.

Leah reported the home page of the CVB website has added two blogs on the homepage for Plan Your Vacation Now and Get Your Heart Racing. The Plan Your Vacation Now promotes the fun things to do in Mooresville for summer. Get Your Heart Racing promotes the race shops and racing attractions.

Bound reported the visitor guide modal impressions doubled this month and the CTR significantly increased from 2% last month to over 8% this month. In the past few months DMOs have averaged around a 5% CTR on modals so our visitor guide modal is performing much

higher than average. We had two visitors from our fall ads campaign return to the website this month.

The hotel fly-in also had almost double the impressions and went from a .6% CTR last month to a 1.8% CTR this month.

A new weddings guide fly-in was added targeting both ad visitors and visitors returning to the weddings page and is averaging over a 3% CTR.

The new Plan Your Vacation campaign is averaging close to a 2% CTR. Typically similar embedded content only has around a .5% CTR for DMOs.

The total targeted visitor guide downloads increased this month while maintaining over a 1% conversion rate. DMOs have been averaging around a .4% conversion rate in recent months, so our targeted conversions are well above average. The total targeted hotel views more than doubled this month, with over a 3% conversion rate. We are seeing interest from New York, Pennsylvania, and Ohio for the first time since the pandemic began.

Leah reported the AAU Pickleball tournament has been scheduled for Labor Day weekend and will be a 5-day tournament for juniors, adults and seniors.

Leah reported she met with Delaney Rudd, with NCAAU girls basketball to discuss 2021 dates.

Leah reported the Carolina JVA Volleyball tournament will be at Talbert Recreation and Huntersville Recreational Center May 1-2.

Leah reported the North Carolina Sports Leadership Council has been working with the Department of Health and Human Services to get more clarification on sports. Flag Football was moved to the yellow category. The Weekend Warrior flag football tournament scheduled for April 3-4 was moved to Tennessee. The Weekend Warrior Nationals will be held Memorial Day weekend May 29-31.

Leah reported she and Cathy presented at the virtual Visit NC traveling road show on February 23 to promote attractions for the 2022 NC Travel Guide. Jolly Roger Brewery was featured in this year's NC Travel Guide.

Leah reported she and Cathy have been meeting with the hotels to discuss marketing ideas and how the CVB can assist in promoting each hotel. The CVB would like to feature each hotel on social media showcasing Mooresville's hospitality.

Leah reported research from Destination Analysts for Visit NC shows Americans' are very optimistic about the month ahead with regards to the pandemic. 44% feel the situation will improve during the next month. More than 83 percent of Americans have tentative travel plans with the majority planned for the summer. Interest in outdoor attractions continues to increase and half of travelers say they expect to be comfortable at commercial outdoor venues and attractions by July.

Young Strategies reported the travel sentiment studies by Longwoods International and Miles Partnership shows 81% of travelers have travel plans in the next six months; first trip travelers will take in 2021 will be by car to see friends and relatives or for a vacation/getaway; 70% state

the vaccine will have an impact on travel plans. Young Strategies believes leisure and drive markets will be the first phase beginning as early as Easter, business travel and small conferences and events will begin in summer and large meetings and events will begin after Labor Day.

The American Hotel and Lodging Association's report states domestic leisure travel will fuel the first phase of recovery; the second phase will likely occur in Quarter 2 with small and medium events and the third phase is expected to resume in Quarter 3 with group and business travel.

Leah reported the Queen City Kayak Bass fishing tournament held February 13 had 108 anglers despite the rain and cold temperatures. The anglers were from North and South Carolina. The estimated room demand was 12 and the total estimated economic impact was \$17,258.

Leah reported Major League Fishing's BFL Tournament held February 21 had 245 anglers from NC, SC, FL, VA, MI, VA and WV. The estimated room demand was 77 and the total estimated economic impact was 58,721.

Leah reported the Independent School National Championship held February 19-21 had 35 teams from NC, WV, VA, FL, AZ, MD. The estimated room demand was 152 and the total estimated economic was \$127,761.

Leads were sent for Perfect Game Baseball and Fastpitch Softball, Top Gun Sports, Carolina Big Bass Classic, Weekend Warrior Nationals, US Bowling Congress Youth State Championship, AAU Pickleball.

Leah reported upcoming events: Charlotte Independence Race City Classic March 6-7, Teammate Basketball March 20-21, NCAAU Basketball March 26-28, Carolina Big Bass Classic March 26-28, GoPro Motorplex Stars Championship Series April 9-11

3. Director of Sales Report:

Cathy reported the Mooresville Brew HA-HA Tour Saturday, February 13 sold 67 tickets. Charlotte Special Events made sure everyone was socially distanced and hired two motor coaches for the tour.

Cathy reported she greeted the attendees at the starting point, Kilted Buffalo at Langtree Village and placed Visit Mooresville goody bags on the buses.

Cathy reported she is working with Charlotte Special Events on more Brew Tours, Walking Food Tours and other events.

Cathy reported the new Hoptown Brewing is scheduled to open March 22 and will have a ribbon cutting March 24. We are hoping to add them to the next Brewery tour.

Cathy reported the Rendezvous South Conference is planned for May 10-12 in Lake Charles, Louisiana. The conference is for meeting planners and destination marketing organizations.

Cathy reported NC Business Travel Association's buyer panel is March 11. She asked the hoteliers to contact her if they would like to attend.

Cathy reported the NC Business Travel Association's golf outing will be May 10 at Mooresville Golf Club. Cathy reported she has worked with Bouk Catering on food and beverage details and non-golfer activities. Springhill Suites and Hilton Garden Inn are the host hotels.

Cathy reported that she has updated the Sales Conferences & Events Calendar if anyone would like a hard copy. She will e-mail the calendar after the board meeting.

4. Financial Report:

Deborah Hockett reported revenue for the month of January was \$43,329.00. Expenses exceed revenue by \$168,955.00 to date. Budget to actual revenue is down \$524,497.00. The ratio of expenses to revenue is 39% revenue and 41% expenses.

5. Old Business

6. New Business

Deborah Hockett stated the Board had received a letter of intent to purchase the property on Mazeppa Road.

Deborah Hockett stated the recommendation to the Board is to ask for a standard real estate offer to purchase, three months due diligence and due diligence fee of Two Thousand Dollars (\$2000.00). If the CVB accepts the offer to purchase, a 5% deposit would be required from the purchaser to be held in escrow.

Deborah Hockett stated the CVB would then vote on a resolution to accept the offer to purchase and the competitive bid process would begin.

Amit Govindji thanked Deborah and the Town for their assistance.

Amit Govindji asked if there were any questions or comments.

Beth Compton with the Springhill Suites asked Leah to explain the Mazeppa Park artificial turf fields project.

Leah stated the two existing artificial turf fields would be replaced and two of the grass fields would be replaced with artificial turf.

The meeting adjourned at 9:35 AM.

Respectfully submitted,

Leah Mitcham
Executive Director