

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, SEPTEMBER 2, 2021
9:00 AM CIRCA 1873 AT ON THE NINES, MOORESVILLE, NC

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

Guests: Tony Bassat, Deanna Groeger, Kara McConnell

Mr. Govindji called the meeting to order at 9:12 AM. A quorum was present.

1. Approval of Minutes

Mr. Govindji called for approval of the minutes.

Eddie Dingler made a motion that the minutes from the August meeting be approved.

Grant Hutcheson seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director Report:

Leah reported the CVB assisted 64 visitors, 85 visitor guide requests or downloads, distributed a total of 642 visitor guides and provided goody bags for four events.

Leah reported occupancy for July was 58%, ADR was \$98.02* Source: STR

Leah reported Visit Charlotte's occupancy for June was 58.1% and ADR was \$97.47. Occupancy for the state for June was 65.8% and ADR was \$112.44. Source: STR

Leah reported according to research by the Charlotte Regional Visitors Authority, a Fortune article published in early July quoted survey results that indicated half of U.S. hospitality workers would not go back to their old jobs and more than one-third are not even considering reentering the industry.

The 2020 Decennial Census showed the Charlotte region grew 16.3% in the last decade. The fastest growth occurred in Mecklenburg County 21.3%, Cabarrus County 26.8%, York County, SC 24.8% and Lancaster County, SC 25.3%. Iredell County grew 17.1%.

Leah reported the CVB website's key performance indicators for the month of August showed 6335 users, down 24% from July and 12,600 pageviews, down 22% from July. Bounce rate was 71.7%, slightly higher than July. The Facebook/Instagram ad campaign had 158,600 impressions, down 1% from July and 64 new followers on Instagram and 31 new followers on Facebook. The weddings campaign had 2122 clicks, and a CTR of 2.83%, down 5%, the summer escape campaign had 1590 clicks and a CTR of 1.90%, same as July.

Leah reported for Bound targeted marketing the Visitor Guide modal for July 16 - August 15 had 413 impressions, 23 clicks and a 5.57% CTR. There were 46 completions on the visitor guide goal for visitors who saw personalized content, almost a 20% increase compared to last month.

The Mooresville Escapes fly-in had 2,145 impressions, 33 clicks and a 1.54% CTR. There was a decrease in impressions and 5 less clicks from last month, however, there was almost a 15% increase in Mooresville

Escape pageviews from our Targeted audience and 5 more clicks on our hotel's "book now" buttons compared to last month.

The Weddings Guide fly-in had 741 impressions, 10 clicks and a 1.35% CTR. There was a slight increase in impressions and 2 less clicks from last month., however, there were 2 more total clicks on the weddings guide goal this month, with a large increase stemming from the Facebook wedding ad visitor audience. The Facebook ad visitors saw a 60% increase in wedding guide views compared to last month.

Leah reported she met with NXT Sports to give a site visit of Cornelius Road Park, Stumpy Creek Park and Mazeppa Park in preparation for the 2022 Carolina Shootout. An RFP was sent out to all the hotels from HBC Event Services.

Leah reported the CVB placed an ad in the Charlotte Business Journal in the special section on Iredell County by the Iredell Economic Development Corporation.

Leah reported the CVB is participating in the Three Rivers Land Trust Outdoor Challenge which begins September 1 and ends November 26. The challenge is designed to get people outdoors and bring awareness to their conservation work and increase tourism in each county. The basic challenge is to cover as many miles as you can from Sept. 1 – Nov. 26 whether it be by hiking, running, kayaking, canoeing, rafting, or biking outdoors. Each county in the 15 county region designates three spots for hiking, biking or paddling. The three designations for Iredell County are biking at Lake Norman State Park, hiking/running at Mazeppa Park and paddling at Stumpy Creek Boat Landing. The county that records the most miles will win the Most Active County. Register online at threeiverslandtrust.org/outdoorchallenge_2021.

Leah reported upcoming events: All or Nothing Performance Labor Day Classic September 4-5, PBA 50/60 September 2-6, PAVC Volleyball September 11, Top Gun Sports Softball USA Sports Event September 11-12, Perfect Game Baseball September 11-12, USSSA Home Run Classic September 18-19, LNTC Ladies Tennis Weekend Camp September 24-26, Mazeppa Mountain Bike Race September 26

3. Director of Sales Report

Cathy reported the Ale Trail Brochures have been distributed.

Cathy reported planning continues for the AENC Board of Directors, Elite Meeting Planners familiarization tour (FAM) on October 12. The group will begin with a tour of the larger venues and then a reception will be held for hoteliers to meet the group.

Cathy reported she will be attending MPI and NCBTA upcoming events in September and October.

Cathy reported a lead was sent out August 4 for the Kappa Sigma SEC Meeting in October.

Cathy reported she attended the HTA Regional Meeting last week. (The presentation was loaded onto a flash drive and given out at the end of the meeting.)

Cathy reported Charlotte is hosting some big football games over the Labor Day weekend: September 2 ASU vs. ECU at 7:30pm at Bank of America Stadium; September 3 Duke University will play UNC Charlotte at 7pm; September 4 #3 ranked Clemson University will battle #5 ranked University of Georgia at Bank of America Stadium at 7:30 pm.

4. Financial Report

Deborah Hockett reported the bank balance as of August 31 was \$696,262. Occupancy tax collections for the month of July were \$94,577. Total revenue for this fiscal year is \$94,681 and total expenditures are \$144,334. Expenditures exceeded revenue by \$49,653.

5. Old Business

There was no old business.

6. New Business

There was no new business.

The meeting adjourned at 9:35 AM.