

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, OCTOBER 7, 2021
9:00 AM CIRCA 1873 AT ON THE NINES, MOORESVILLE, NC

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

Guests: Tony Bassat, Kara McConnell, Debbie Furr, Tina Waddell, Tara Dowling, Beth Compton, Marcita Green, Rachel Jones, Beau Falgout, Jean Travers

1. Mr. Govindji called the meeting to order at 9:05 AM. A quorum was present.

2.a. Approval of Minutes

Mr. Govindji called for approval of the minutes.

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

Grant Hutcheson seconded the motion.

The motion passed unanimously, and the minutes were approved.

2.b. Executive Director Report

The CVB assisted 58 visitors, 57 visitor guide requests or downloads, distributed a total of 918 visitor guides and provided goody bags for seven events.

Leah reported occupancy for August was 53.9%, ADR was \$97.84. Occupancy in August of 2019 was 62.9% and ADR was \$103.10.* Source: STR

Leah reported Visit Charlotte's occupancy for July was slightly under 61% and ADR was \$103.* Source: STR

Leah reported the CVB website's key performance indicators for the month of September showed 6640 users, up 5% from August and 4.166 users were from organic searches, an increase of 40%. There were 12,207 pageviews and the bounce rate was 72.4%. The Facebook/Instagram ad campaign had 119,600 impressions, down 25% from August and 60 new followers on Instagram and 14 new followers on Facebook. The weddings campaign had 1650 clicks and a CTR of 2.89%, up 2%, the summer escape campaign had 1283 clicks and a CTR of 2.05%, up 8%.

Leah reported for Bound targeted marketing there was a notable decrease in traffic to the site from August 16 - September 15. However, the traffic changes only helped increase engagement on many of the content pieces and goals.

The Visitor Guide modal had 237 impressions, 16 clicks and a 6.75% CTR - an increase in CTR of over 21% compared to last month. We had 41 clicks on our Visitor Guide goal this month.

The Mooresville Escapes fly-in image was changed to the giraffe image and there was a large increase in engagement compared to last month. We had 21 more clicks than last month and increased our CTR by

almost 50% to 2.46%! Our content also increased pageviews to our Mooresville Escapes page by almost 6% and we maintained 9 clicks on our hotel's "book now" buttons.

The Weddings Guide fly-in had 619 Impressions and 11 clicks, with a 1.78% CTR. Though the Impressions dropped month over month, the CTR increased by over 30%. We had 233 clicks on our Weddings Guide goal this month, an increase of 34 clicks from last month, with our Ad Visitor audiences seeing the largest increases.

Leah reported the website went through an optimization to increase the speed when loading onto a mobile device. The download speed increased on average from 9 seconds to less than 2 seconds.

Leah reported she gave a tour of the MHS gym to KPAC Gymnastics. KPAC's Lights Camera Action meet will be held December 10-12.

Leah reported she attended the Equity and Diversity Summit and NC Sports Association Board meeting September 13-14.

Leah reported she attended the NC Tourism Industry Association's Leadership Conference September 30. Wit Tuttell with Visit NC reported travelers want trips to be meaningful. The home rental market was up 41% in 2020 and up 21% from year-to-date 2020. State Parks had record numbers. The lack of work force continues to be an issue.

Leah reported the Labor Day Classic was cancelled due to Hurricane Ida as most of the teams were from states that were severely impacted by the storm. We are working to schedule a spring tournament.

Leah reported the Cane Creek Cup mountain bike race at Mazeppa had 144 races, an estimated room demand of 29 and an estimated economic impact of \$28,413.

Leah reported the Professional Bowling Association 50/60 held over Labor Day weekend had 181 bowlers, an estimated room demand of 160 and an estimated economic impact of \$154,146.

Leah reported she is working on the FY2021 annual report to give to the Town Board.

Leah reported upcoming events: Carolina Girls Hoops Carolina Oktoberfest October 1-3, USSSA Lou Zike Memorial Tournament October 2-3, US Pro Kart Series October 14-17, USSSA Queen City Fall Super NIT October 23-24, Top Gun Sports USA Sports Event October 30-31, Carpetbagger Lacrosse LKN Fall Classic November 6-7

Circle K Speed Street is in Romare Bearden Park in Uptown Charlotte October 7-9 with music by Better than Ezra and Tonic and Collective Soul Friday night and Chris Lane and Cassadee Pope Saturday night.

2.c. Director of Sales Report

Cathy reported planning continues for the AENC Board of Directors and meeting planners FAM Tour and reception on October 12 and 13.

Cathy reported that she attended the Charlotte Regional Visitors Authority's morning mix.

Cathy reported the next Brew Boo Tour is scheduled for October 30.

Cathy reported she attended the AENC Golf Tournament on September 27. The CVB sponsored the lunch boxes and she assisted with distributing to the players.

Cathy reported she attended Meeting Planners International Business Exchange and Education Events on September 9 and 10 and reconnected with planners she met before COVID.

Cathy introduced Jean Travers with Helms Briscoe.

2.d. Helms Briscoe Presentation

Jean Travers did a presentation on the storm crew hotel partnership with Duke Energy.

2.e. Financial Report

Deborah Hockett reported the audit has been sent to the LGC and should be presented at the next meeting.

Deborah Hockett reported revenue received from the hotels for July & August was \$174,263. Total revenue was \$174,372 and total expenditures through September are \$197,305. Expenditures exceeded revenue by \$22,933. The Authority currently has \$643,256 in the bank. There is a receivable due from the Town of Mooresville of \$174,263 for collections for July & August. Total assets are \$2,422,635 and \$1.6 million is capital assets.

2.f. Resolution for Contracts

Leah reported she has been working with attorney, Steve Gambill. Mr. Gambill drafted a Resolution authorizing the Executive Director to execute certain contracts and agreements. The Resolution would allow the Executive Director to sign contracts or agreements that do not exceed \$26,000.

Mr. Govindji asked for a motion to approve the Resolution.

Mitch Abraham made a motion to approve the Resolution.

Grant Hutcheson seconded the motion.

The motion passed unanimously.

2.g. Randal Travel Marketing Proposal

Leah reported she and Cathy have been working with Judy Randall on a survey for meeting and event planners. The purpose of the survey is to gather information on what the planners think of Mooresville, what their needs are, what they like or don't like, etc. The cost for the research is \$11,000.

Cathy reported this research will help us plan for future meetings.

There was discussion among the Board.

Mr. Govindji stated as an owner, I see both sides. The information is valuable but it may be tough to spend \$11,000 right now.

Grant suggested the Board revisit when corporate business increases.

Mitch suggested revisit next year.

Tina Waddell with Aloft hotel stated we've always focused on sports and we need to focus on corporate. They are traveling very little, but they are still traveling. Corporate meetings/groups are what feeds us Sunday-Thursday.

Mr. Govindji stated the Board would table the proposal for Randall Travel Marketing.

2.h. Old Business

There was no old business.

2.i. New Business

There was no new business.

3. The meeting adjourned at 10:23 AM. Motion by Grant Hutcheson and second by Mitch Abraham.

Respectfully submitted,

Leah Mitcham
Executive Director