

**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, NOVEMBER 4, 2021**  
**9:00 AM CIRCA 1873 AT ON THE NINES, MOORESVILLE, NC**

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

Guests: Niko Kitoko, Angie Patel, Becky Loy, Beau Falgot, Deanna Groeger, Tara Dowling, Debbie Furr, Christine Patterson, Rachel Edwards

1. Mr. Govindji called the meeting to order at 9:09 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 October meeting be approved.

Grant Hutcheson seconded the motion.

The motion passed unanimously, and the minutes were approved.

2.b. Becky Loy presented the audit for fiscal year 2020-2021. The CVB received an unmodified opinion, the highest opinion given.

2.c. Executive Director Report

The CVB assisted 59 visitors, 58 visitor guide requests or downloads, distributed a total of 328 visitor guides and provided goody bags for four events.

Leah reported occupancy for September was 55.1%, ADR was \$98.73. Occupancy in September of 2019 was 61.9% and ADR was \$103.05.\* Source: STR

Leah reported Visit Charlotte's occupancy for September was 56.4% and ADR was \$113.69. Visit NC reports occupancy for September was 60.1% and ADR was \$114.08.\* Source: STR

Leah reported the CVB website's key performance indicators for the month of October showed 6013 users, down 9% from September and 3781 users were from organic searches, down 11%. There were 10,858 pageviews and the bounce rate was 73.2%. The Facebook/Instagram ad campaign had 73,000 impressions, down 39% from September and 90 new followers on Instagram and 38 new followers on Facebook. The weddings campaign had 1730 clicks and a CTR of 2.99%, up 10%, the summer escape campaign had 261 clicks and a CTR of 1.73% and ended on October 9.

Leah reported leads were sent out for the Precision Athletics Volleyball Club's Winter Freeze, Race City Classic and Take the Lake.

Leah reported upcoming events: LKN Lacrosse Fall Classic November 6-7, Carolina Girls Hoops Friday Night Lights November 5, CI Fall Classic November 13-14 and 20-21, Top Gun Softball Winter National Championship November 13-14, Top Gun Softball Tournament of Championships November 20, Weekend Warrior's Carolina State Championships December 4-5.

Leah reported the Mooresville Christmas Parade will be November 23 at 3:00 PM.

Leah presented the FY2021 Annual Report.

#### 2.d. Director of Sales Report

Cathy reported we hosted the NC Tripping writers and social influencers, Christina Riley and Carl Hedinger. They visited Carrigan Farms and Lake Norman State Park and attended Uncorked and Artsy, the Weiner Dog Races and the October Food Truck Rally.

Cathy reported she gave a market tour to Jean Travers with Helms Briscoe.

Cathy reported the AENC Board of Directors and meeting planners FAM Tour and Board of Directors Retreat was a huge success and she has had nothing but rave reviews. Cathy thanked Mayor Atkins for his presentation on Mooresville and the commissioners and Town staff that attended the reception.

Cathy reported she attended Visit NC's In-State Media Mission to meet with Journalists, Bloggers and TV Producers.

Cathy reported she attended the NC Business Travel Association's Board Meeting and networking on October 27.

Cathy reported she attended the Association of Executives of NC's Fall Conference on October 28-29. She stated people were still complimenting her on the FAM tour, reception, and Board Retreat.

Cathy reported the Brew Boo Tour was held October 30.

Cathy reported she is working with Helms Briscoe on a rescheduled event from 2020 at Keselowski Manufacturing in Statesville.

Cathy reported leads sent out were the North Carolina Healthcare Board Retreat for September 2023, Fly Dance Competition for April 2022 which was declined due to no venue space available during the requested dates.

Cathy reported she is working on the AENC Annual Trade Show for December 8 and 9 which will showcase our venues for group meetings and events.

#### 2.e. Financial Report

Deborah Hockett reported as of October 31 there was \$816,685 in the bank. Total revenue was \$242,561 for the first quarter FY22 and total expenditures were \$261,169. Expenditures exceeded revenue by \$18,608 which is to be expected.

Deborah Hockett reported a budget transfer is needed for legal services. The budget is not being amended just transferring \$6000 to the legal services account.

Mitch Abraham made a motion to approve budget transfer.

Eddie Dingler seconded the motion.

There was no discussion.

The motion passed unanimously.

#### 2.f. Mazeppa Park Facility Use Agreement

Leah reported the Town of Mooresville is moving forward with replacing the two existing synthetic turf fields and replacing two of the grass fields with synthetic turf at Mazeppa Park. The Town is asking for the CVB to make an investment of three hundred fifty thousand dollars (\$350,000.00).

Mitch Abraham made a motion to approve.

Grant Hutcheson seconded the motion.

There was no discussion.

The motion passed unanimously.

#### 2.g. Old Business

There was no old business.

#### 2.h. New Business

There was no new business.

3. The meeting adjourned at 9:45 AM. Motion by Eddie Dingler and second by Mitch Abraham.

Respectfully submitted,

Leah Mitcham  
Executive Director