

**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, FEBRUARY 10, 2022**  
**9:00 AM CIRCA 1873 AT ON THE NINES, MOORESVILLE, NC**

Present: Amit Govindji, Grant Hutcheson, Paul Kreins, Chris Boukedes, Deborah Hockett, Tina Waddell, Mitch Abraham, Leah Mitcham, Cathy Carpenter

Guests: Gayla Long, Lori Carlson, Bill Lyons, Rachel Jones, Judy Randall, Deanna Groeger, Kara McConnell, Tony Bassatt, Debbie Furr

1. Mr. Govindji called the meeting to order at 9:01 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 January meeting be approved.

Tina Waddell seconded the motion.

The motion passed unanimously, and the minutes were approved.

2.b. Executive Director Report

The CVB assisted 20 visitors, 119 visitor guide requests or downloads, first time we had over 100 since July, distributed a total of 306 visitor guides and provided goody bags for three events.

Leah reported occupancy for December was 44.3%, ADR was \$93.23. Occupancy in December 2019 was 51.6% and ADR was \$96.05.\* Source: STR

Leah reported Mecklenburg County's occupancy for November was 55.1% and ADR was \$110.46 and for the state of NC the occupancy was 58.1% and ADR was \$109.67.\* Source: STR

Leah reported the CVB website's key performance indicators for the month of January showed 4752 users, down 8% from December but trending up later in the month. There were 3053 users from organic searches, 9073 pageviews which was up 4.85%, the average session time increased by 32.5% and the bounce rate decreased by 7% to 69.3%. The Facebook/Instagram ad campaign had 170,628 total impressions, 4479 clicks and a CTR of 2.63%. We added 107 new followers on Instagram and 40 new followers on Facebook. The weddings campaign had 2238 clicks, an increase of 52% and a CTR of 3.29%. The New Year New Adventure campaign that started January 11 had 1314 clicks and a CTR of 2.38%.

Leah reported Bound saw a slight decrease in site traffic for December 16 - January 15 which caused a slight dip in pages per session, average visit duration & bounce rate performance, but numbers still remained strong overall.

The Visitor Guide modal impressions remained the same at 200, but the clicks saw a nice increase compared to last month which boosted the CTR from 4.50% to 8.00%.

The Weddings Guide fly-in performed incredibly well with a large jump in impressions at 432 and 12 clicks which led to the 2.78% CTR, a significant increase in performance from the 1.04% CTR last month. And goals saw another strong month with increased completions and conversions across the board for both the targeted and default audiences.

Leah reported she met with the breweries about an event to celebrate Mooresville's 150 Anniversary in 2023.

Leah reported she met with Charlotte Motor Speedway to discuss how we can work together to promote events.

Leah reported the CVB was a table sponsor at the Charlotte Regional Visitors Authority's Partners in Tourism Awards Breakfast

Leah reported the PAVC Winter Freeze, despite the snow had 6 teams and an estimated economic impact of \$7,560.

Leah reported Visit NC has invested in a marketing platform for DMOs and their lodging partners called FlipTo. The platform is designed to reach, inspire and win over travelers with a reimagined booking path. The CVB will be working with the FlipTo Team to get the Mooresville page set up hopefully in March.

Leah reported leads were sent out for the USTA NC State Championships, Storm Youth Bowling, PBA Junior Regional, PBA 50/60 National Tour and Regional Tour, PBA Regional Event.

Leah reported upcoming events: February 19 Queen City Kayak Bass Fishing, February 18-20 Insider Exposure Independent Schools National Championships, February 19-20 and 26-27 Top Gun USA Sports Spring Training Series, February 26-27 Perfect Game Umpire Training

#### 2.c. Director of Sales Report

Cathy reported she is working on NCBTA February meeting

Cathy reported the MPI January meeting was held virtual due to the weather.

Cathy reported the CVB attended the Partners in Tourism Breakfast on January 26.

Cathy reported she attended the AENC Winter Conference and CMP Bootcamp on January 28.

Cathy reported she is working on appointments for the STS Showcase February 13-15.

Cathy reported she picked up 2022 Charlotte Regional Visitors Guides and delivered to hotels.

Cathy reported the updated Sales Conferences & Events Calendar was emailed to hotels.

Cathy reported a Hotelier Meeting will be held February 17.

Cathy reported LEADS were sent out for ZSCCA Annual East Coast SCHUH SYNDIKAT event, Michelin/ATD Meeting, Best Buy Project and 2022-Q1 Directors Meeting for Finit.

2.d. Lori Carlson from Mooresville Police Department spoke about domestic violence in our community. The 24-hour crisis lines are: (Local) 704-872-3403 and (National) 800-799-SAFE.

2.e. Financial Report

Deborah Hockett reported as of January 31 there was \$425,534 in the bank. Receivable from the Town for occupancy tax collected for October-December totals \$230,474. Total net position as of January 31 \$2,239,996. Total revenue YTD is \$473,185 and total expenditures are \$653,289. Expenditures exceeded revenue by \$180,104 which is to be expected.

2.f. Audit Contract

Leah Mitcham presented the FY22 audit contract and engagement letter from Cobb, Ezekiel, Loy & Company P.A.

Mr. Govindji asked for a motion to accept the audit contract from Cobb, Ezekiel, Loy & Company, P.A.

Grant Hutcheson made a motion to accept the audit contract from Cobb, Ezekiel, Loy & Company, P.A. Mitch Abraham seconded the motion.

Mr. Govindji asked if there was any discussion. There was no discussion. The motion passed unanimously.

2.g. Mazeppa Park

Mr. Govindji stated the CVB had been approached about leasing the property on Mazeppa Road.

There was discussion among the Board.

Mitch Abraham made a motion to not entertain any lease options.

Grant Hutcheson seconded the motion.

Mr. Govindji asked if there was any discussion. There was no discussion. The motion passed unanimously.

The Board indicated that it wanted to wait until after the strategic plan is completed to make any decisions about the property.

2h. Randall Travel Marketing Presentation

Judy Randall presented the Meeting Planner research study.

3. The meeting adjourned at 9:45 AM. Motion by Mitch Abraham, second by Chris Boukedes.

Respectfully submitted,

Leah Mitcham  
Executive Director