

**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, MARCH 3, 2022**  
**9:00 AM CIRCA 1873 AT ON THE NINES, MOORESVILLE, NC**

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

Guests: Beau Falgout, Debbie Furr, Angie Patel, Rachel Jones, Deanna Groeger

1. Mr. Govindji called the meeting to order at 9:04 AM. A quorum was present.

2.a. Approval of Minutes

Mr. Govindji called for approval of the minutes.

Grant Hutcheson made a motion that the minutes from the February 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 41 visitors, 106 visitor guide requests or downloads, distributed a total of 459 visitor guides and provided goody bags for four events.

Leah reported occupancy for January was 42.7%, ADR was \$92.58. Occupancy in January 2020 was 48.9% and ADR was \$99.82 . \* Source: STR

Leah reported occupancy for the U.S. for the week of February 13 was 59.1% and ADR was \$140.11. Source: STR

Leah reported the CVB website's key performance indicators for the month of February showed 4354 users, up 3% from January, 3333 users from organic searches, 8724 pageviews up 9%, the average session time was up 3.4 % and the bounce rate decreased by 2.6% to 67.5%. The Facebook/Instagram ad campaign had 124,692 total impressions, 3237 clicks and a CTR of 2.60%. We added 45 new followers on Instagram and 56 new followers on Facebook. The weddings campaign had 1657 clicks, and a CTR of 3.07%. The New Year New Adventure campaign that started January 11 had 1580 clicks and a CTR of 2.23%.

Leah reported Bound saw a nice boost in the overall site performance for January 16-February 15. There was a significant increase in pages per session and average visit duration for the targeted audience. The default audience also saw a slight increase in performance. There was a slight decrease in impressions and clicks on the Visitors Guide Modal, but the CTR remains strong at 7.37%. The Weddings Guide fly-in continues to have good engagement with 487 impressions, 10 clicks and a CTR of 2.05%. The visitor guide goal had a goal completion of 65 and a conversation rate of 4.00% and the hotels page view goal had a goal completion of 99 and goal conversion rate of 6.09%, increases over an already strong performance the month before.

Leah reported the Independence Schools National Championship had 49 teams, 14 teams more than last year, and an estimated economic impact of \$226,905 and estimated room demand of 314.

Leah reported the Queen City Kayak Bass Fishing tournament had 146 anglers and an estimated economic impact of \$30,000 and estimated room demand of 32.

Leah reported leads were sent out for Perfect Game's 2022 Baseball/Softball Tournaments, USSSA's 2022 Baseball Tournaments, Top Gun Sports 2022 Baseball/Softball Tournaments, Lake Norman Tennis Center's Ladies Weekend, International Senior Softball's Spring Nationals, NCAAU Recess Memorial Day Classic, NCAAU March Madness and Spring Fling.

Leah reported upcoming events: CI Soccer's Race City Classic March 5-6, Weekend Warrior's Queen City Classic March 5-6, Teammate Basketball's Layup at the Lake March 18-20, Carolina Big Bass Classic March 18-20, NCAAU Spring Fling March 26-27

## 2.c. Director of Sales Report

Cathy reported she attended the AENC Board Meeting on February 8.

Cathy reported she met with journalists and media buyers at the STS Showcase on February 13-15.

Cathy reported a hotelier meeting was held on February 17 and Himanshu Desai with Amadeus, formerly Travel Click, did a presentation on the Agency 360+ software.

Cathy reported she attended a meeting with the Hilton University on February 23.

Cathy reported she co-hosted NC Business Travel Association's Travel Outlook 2022 luncheon on February 24.

Cathy reported leads were sent out for the NC League of Municipalities and NC Business Travel Association's golf outing.

2.d. Financial Report

Deborah Hockett reported \$602,395 in the bank and total net position of \$2,259,865 as of February 28. Total revenues to date which includes the receivable for occupancy tax for a partial month totals \$525,539. Total expenditures are \$707,255. Expenditures exceeded revenue by \$181,716 which is right in line with last month.

2.e. CVB Bylaws

The Board reviewed the changes to the Bylaws to reflect the changes to the legislation and resolution.

Grant Hutcheson made the motion to approve the Bylaws.

Tina Waddell seconded the motion.

Mr. Govindji asked if there was any discussion. There was no discussion.

The motion passed unanimously.

3. The meeting adjourned at 9:15 AM. Motion by Grant Hutcheson, second by Tina Waddell.

Respectfully submitted,

Leah Mitcham  
Executive Director