

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, AUGUST 4, 2022
9:00 AM CIRCA 1873 AT ON THE NINES, MOORESVILLE, NC

Present: Amit Govindji, Tina Waddell, Chris Boukedes, Grant Hutcheson, Eddie Dingler, Mitch Abraham, Cathy Carpenter, Leah Mitcham

Guests: Debbie Furr, Marcita Green, Karissa Young, Gayla Long, Chad Thomas, Beau Falgout

1. Mr. Govindji called the meeting to order at 9:07AM. A quorum was present.

2a. Approval of Minutes

Mr. Govindji called for approval of the minutes.

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

Grant Hutcheson seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b. Executive Director Report

The CVB assisted 99 visitors, 233 visitor guide requests or downloads, distributed a total of 2250 visitor guides and provided goody bags for six events.

Leah reported occupancy for May was 64.5%, ADR was \$108.49. Occupancy for June was 65.1% and ADR was \$108.25. Occupancy in May 2019 was 70.5% and June 2019 73.8%. ADR for May 2019 was \$104.58 and June was \$106.44. Visit Charlotte reported May's occupancy was 65.1% and ADR was \$125.85. Source: STR

Leah reported the CVB website's key performance indicators for the month of June showed 5367 users, down 11.89% from May, 66.5% of users came from organic searches up 5.4%, 11,706 pageviews down 1.2%, the average session time was down 4.94% and the bounce rate was 67.76%, a 5.04% increase. The Facebook/Instagram ad campaign had 119,004 total impressions, 3737 clicks and a CTR of 3.14%. We added 63 new followers on Instagram and 19 new followers on Facebook. The weddings campaign had 1406 clicks, and a CTR of 2.91%. The Summer Fun campaign had 2334 clicks and a CTR of 3.29%.

Leah reported the key performance indicators for the month of July showed 7340 users, up 36.76% from June, 65.5% of users came from organic searches, 14,059 pageviews up 20.1%, the average session time was down 20% and bounce rate was 70.26% an increase of 3.69%. The Facebook/Instagram weddings campaign had 56,489 impressions, 1898 clicks and a CTR of 3.36%. There were 24 new followers on Facebook which brings our total to 10,577. The organic post reach was 6,900 and highest reach on a post was Eat Move Make article share that reached 4,541 people.

There were 158 new followers on Instagram, an increase of 77.3%. The organic engagement was 1,100 up 94.8% total for last 90 days vs. prior 90 days.

Leah reported Bound saw a positive increase in overall engagement sitewide from the targeted audience during the period May 16th - June 15th with 2.79 pages per session, an average visit duration of 2:46 and a bounce rate of 47%.

The Visitors Guide modal continues to perform well with 226 impressions, 19 clicks and a CTR of 8.41%. There was an increase in visitors guide downloads and a conversion rate of 3%. The image on the modal was updated near the end of this period and the initial results have been quite strong.

The Snowbirds Fly-In had another great month with 124 impressions, 15 clicks and a CTR of 12.10%. This was replaced near the end of the period with the North & South Fly-In which is being served to the same audience. While it only ran for a short time, the initial CTR is strong at 11.67%.

The weddings guide fly-in is seeing less engagement with 399 impressions, 5 clicks and CTR of 1.25%, but we expect to see an increase in the coming months.

The hotel page views goal saw an increase in site traffic with a total of 105 completions from the targeted audience and a conversion rate of 7.16%.

Leah reported Bound's engagement for the period June 16 - July 15 from the targeted audience was 2.80 pages per session, an average visit duration of 2:22 and a bounce rate of 44%. The bounce rate continues to drop each month which means people are staying on the site.

The Visitors Guide modal continues to perform well with 287 impressions, 23 clicks and a CTR of 8.01%. This contributed to an increased conversion rate on downloads over last month.

The North & South fly-in had an incredible first month with 222 impressions, 36 clicks and a total CTR of 16.22%. This has seen stronger engagement than the Snowbirds fly-in and is served to the same audience.

The Weddings Guide fly-in had a slight increase in engagement this month with 368 impressions, 7 clicks and a CTR of 1.90%. We may update the image or copy on this content to increase engagement.

The hotel page views saw slightly fewer completions during this period with the targeted audience decreasing from 105 to 96. The conversion rate remained strong at 6.06%.

Leah reported the CVB hosted Visit NC on June 9 for an Instagram Spotlight. The itinerary included Lake Norman State Park with kayaking and paddleboarding, Lake Effects Boat Rental for jet skiing, Toucan's Lakefront Restaurant, King Canary Brewing and Murto Made Distillery.

Leah reported the CVB has a pedal car with the Visit Mooresville and Race City USA logos on display at the I-77 North Welcome Center in Dobson.

Leah reported the CVB will be launching an app in the next couple of weeks. The app will give people the ability to plan their stay on their mobile device or computer. The app will also have tour options like the Ale Trail and Walk of Fame.

Leah reported she is working with Cobb, Ezekiel, Loy on the FY2022 audit.

Leah reported the AAU Memorial Day Classic had 35 teams, an estimated economic impact of \$113,470 and estimated room demand of 119.

Leah reported the Weekend Warrior's East Coast Regionals had 36 teams, an estimated economic impact of \$147,493 and estimated room demand of 201.

Leah reported NXT Sports' Carolina Shootout had 77 teams, an estimated economic impact of \$524,852 and estimated room demand of 650. This was the second year hosting this tournament and the number of teams increased by 18.

Leah reported the PBA Junior Regional had 70 bowlers, an estimated economic impact of \$26,080 and estimated room demand of 34.

Leah reported the Teammate Basketball's National Tune-up had 52 teams, an estimated economic impact of \$143,317 and estimated room demand of 127.

Leah reported the USSSA's Super State Championships had 28 teams, an estimated economic impact of \$69,535 and estimated room demand of 40.

Leah reported the Carolina Girls Hoops' Battle for the South had 11 teams, an estimated economic impact of \$61,419 and estimated room demand of 80.

Leah reported the USTA NC Adult State Championships had an estimated economic impact of \$291,564 and estimated room demand of 395.

Leah reported the PBA Regionals had 107 bowlers, an estimated economic impact of \$84,057 and estimated room demand of 80.

Leah reported leads were sent for the Cal Ripken Baseball Tournament, Ladies Tennis Camp, AAU Winter Battles and NSA Senior Fall World Series.

Leah reported upcoming events: Carolina Girls Hoops' Da Future Showcase August 6-7, PBA 50/60 Regionals September 2-5

2c. Director of Sales Report

Cathy reported Mooresville hosted the North Carolina Business Travel Association Golf Tournament at Mooresville Golf Club on May 2.

Cathy reported she attended the National Tourism Week event at I-77 Northbound Welcome Center on May 5.

Cathy reported she hosted the Sawyer Family Reunion site selection committee on May 10-12.

Cathy reported she attended the MPI Annual Meeting and Board Retreat on May 15-18.

Cathy reported she hosted travel writer/blogger Liz Mays on May 22-27.

Cathy reported she hosted a FAM tour and luncheon for the North Carolina Society of Surveyors on June 1-2.

Cathy reported she attended the CRVA City Outlook Meeting on June 7.

Cathy reported she attended the NC Business Travel Association Sustainability Conference on June 9-10.

Cathy reported she and Chairman Amit Govindji attended the AENC Legislative Reception on June 14.

Cathy reported she hosted a Journalist from Atlanta on June 21-24.

Cathy reported the CVB partnered with Visit Raleigh to sponsor a CEO Roundtable Discussion on June 29.

Cathy reported she attended virtually the MPI Board Meeting on June 29.

Cathy reported she attended meetings for the Mooresville 150th yearlong celebration in early July.

Cathy reported she attended the AENC Annual Meeting and Board Meeting on July 24-26.

Cathy reported leads were sent out for the PRU Patriot Regional Meeting and NC Society of Surveyors Meeting.

2d. Financial Report

Mr. Govindji reported \$412,967 in the bank and revenue due from occupancy tax of \$328,308 last quarter. Total assets are \$2,323,710 and total net position are \$2,299,756 as of July 31. Total expenditures are \$109,723. Expenditures are higher at the beginning of the fiscal year because of annual dues and \$15,000 was paid to the Town for a 25% match for the RTP grant for the Mazeppa Trail.

2e. Truist Bank Account

The Board discussed Positive Pay and Fraud Inspector. The decision was made to add Fraud Inspector.

2f. Personnel (G.S. 143-318.11(a)(6))

Mr. Govindji stated due to lower gas prices, Cathy Carpenter would like to go back to a monthly car allowance instead of reporting mileage.

Tina Waddell made a motion to approve monthly car allowance for Cathy Carpenter.

Grant Hutcheson seconded the motion.

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

The motion passed unanimously.

2g. Rules of Procedure

Mr. Govindji stated Rule 16(a) of the Rules of Procedure needed to be amended to add a Vice-Chairperson in the event the Chairperson is absent.

Grant Hutcheson made a motion to amend Rule 16(a) of the Rules of Procedure.

Tina Waddell seconded the motion.

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

The motion passed unanimously.

Mr. Govindji stated the Board needed to elect a Vice-Chairperson.

Eddie Dingle made a motion to elect Mitch Abraham as Vice-Chairman.

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 9:49 AM. Motion by Grant Hutcheson and second by Mitch Abraham.

Respectfully submitted,

Leah Mitcham
Executive Director