

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, SEPTEMBER 1, 2022
9:00 AM CIRCA 1873 AT ON THE NINES, MOORESVILLE, NC

Present: Amit Govindji, Paul Kreins, Mitch Abraham, Grant Hutcheson, Eddie Dingler, Chris Boukedes, Evans Ballard, Cathy Carpenter, Leah Mitcham

Guests: Karissa Young

1. Mr. Govindji called the meeting to order at 9:15 AM. 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 August meeting be approved.

Grant Hutcheson seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b. Executive Director Report

The CVB assisted 50 visitors, had 147 visitor guide requests or downloads, distributed a total of 390 visitor guides and provided goody bags for two events.

Leah reported occupancy for July was 62.5%, ADR was \$105.74. The day of the week report shows occupancy Sunday-Thursday was 58.4% and Friday-Saturday was 71.2%. Source: STR

Leah reported the key performance indicators for the month of August showed 7734 users, up 5.37% from July, 74.7% of users came from organic searches, up 21%, 13,605 pageviews down 3.2%, the average session time was down 14.5% and bounce rate was 76.51% an increase of 8.9%. The Facebook/Instagram campaigns had 82,315 impressions, 2861 clicks and a CTR of 3.48%. The Plenty of Summer Left campaign had 1954 clicks and CTR of 3.57%. The weddings campaign had 907 clicks and CTR of 3.3%. There were 57 new followers on Facebook and 99 new followers on Instagram. This is the highest number of website visitors for the month of August ever.

Leah reported Bound's engagement for the period July 16 – August 15 continues to have strong engagement from the targeted audience with 2.62 pages per session, an average visit duration of 2:23, a slight increase from last month and a bounce rate of 49%. The bounce rate has remained lower than 50% for the last several months.

The Visitors Guide modal saw a nice increase in overall engagement from last month with 288 impressions, 27 clicks and a CTR of 9.28%. This contributed to visitors guide downloads which saw a strong conversion rate of 2.59% this month.

The North & South Fly-In had its first decrease in engagement since launching but remained strong with 233 impressions, 32 clicks and a CTR of 13.72%.

The Weddings Guide Fly-In saw a small decrease in engagement from last month with 413 impressions, 7 clicks and a CTR of 1.69%.

The hotel page saw a nice increase in views this month with 116 completions and a conversion rate of 6.12%.

Leah reported the CVB's digital advertising with Blue Ridge Outdoors featured wake surfing, wake foiling, kayaking, and stand up paddleboarding for July and open swim at Carrigan Farms for August.

Leah reported digital advertising with Visit Charlotte for August included updating the Neighborhood Explorer page featuring things to do on Lake Norman highlighting Lake Norman State Park, the new Mountain Creek Park, GoPro Motorplex, Lazy 5 Ranch and Zootastic Park. Also highlighted was the restaurant scene and the Ale trail.

Leah reported the CVB has a spot on the new digital billboard at Exit 42.

Leah reported the new turf fields at Mazeppa are almost complete. A ribbon cutting will be held September 26 at 6:00 pm.

Leah reported the NC Auto Racing Hall of Fame induction ceremony will be held October 4 beginning at 4:00 pm with a car show, food trucks and DJ. The ceremony will begin at 5:00 PM. The inductees are Rick Mears and Doug Herbert.

Leah reported the Visit NC Social Media Spotlight had total impressions of 64,423 and total engagements of 2,310. The tweet featuring frozen drinks overlooking the lake at Toucan's Restaurant was the highest performing tweet by engagement rate on Visit North Carolina's channel during July. (Leah showed a PowerPoint recap.)

Leah reported Wit Tuttell was named national State Tourism Director of the Year 2022 by U.S. Travel's National Council of State Tourism Directors.

Leah reported Visit NC released the 2021 visitor impact numbers for each county. Domestic and international visitors to and within Iredell County spent \$326.18 million dollars, an increase of 48.2% from 2020. Tourism industry in Iredell County employs more than 2,144 and total payroll generated was \$79.3 million. State tax revenue generated in Iredell County totaled \$13.7 million through state sales and excise taxes, and taxes on personal and corporate income. About \$11.8 million in local taxes was generated from sales and property tax revenue from travel-generated and travel-supported businesses. Iredell County ranks 20th out of 100 counties in visitor spending and ranked 23rd out of 100 in growth rate in 2021.

Leah reported the Carolina Girls Hoops Da Future Showcase had 47 players, an estimated economic impact of \$15,630 and estimated room demand of 19.

Leah reported a lead was sent for the Lights Camera Action Gymnastics Meet.

Leah reported upcoming events: PBA 50/60 Regionals September 2-5, CISC Independence Cup September 10-11, Top Gun Sports Softball Fall Brawl September 10, Weekend Warrior's The Monster Flag Football September 17-18, USSSA Home Run Classic September 17-18, Top Gun Sports Baseball Super Fall State Championships September 24-25, Lake Norman Tennis Center's Ladies Weekend Camp September 24-25.

Leah reported the Visit Mooresville app is now live. Go to the App store on your mobile device and search Visit Mooresville. The App is also on the website.

2c. Director of Sales Report

Cathy reported she attended a luncheon and various meetings for the Mooresville 150 Anniversary.

Cathy reported she started Race Shop Meetings to partner with NASCAR Hall of Fame for small groups looking to do the revamped Insiders Tours.

Cathy reported she attended multiple meetings for MPI Board.

Cathy reported she did a market tour with Dennis Cowardin, the new Charles Mack Citizens Center Manager.

Cathy reported leads were sent out for the IBHA Wind Training, MPI Carolinas Chapter, Drive Shack Raleigh, MTPA 2022 East POA and NTT Data New Hire Training.

2d. Financial Report

Mr. Ballard reported \$683,456 in the bank and revenue due from primary government of \$100,612. Total assets are \$2.3 million and total net position is \$2.3 million as of August 31. Total expenditures are \$167,713.

Eddie Dingler asked about the status of the Mazeppa property.

Mr. Govindji stated he is working with Steve Gambill on how to proceed.

3. The meeting adjourned at 9:48 AM. Motion by Eddie Dingler and second by Grant Hutcheson.

Respectfully submitted,

Leah Mitcham
Executive Director