

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, OCTOBER 6, 2022
9:00 AM CIRCA 1873 AT ON THE NINES, MOORESVILLE, NC

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

Guests: Heath Dillard, Beau Falgout, Tony Bassat, Karissa Young, Jenn Bosser

1. Mr. Govindji called the meeting to order at 9:08 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 September meeting be approved.

Tina Waddell seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b. FY2022 Visitor Profile Presentation

Mr. Heath Dillard with Charlotte Regional Visitors Authority presented the FY2022 visitor profile and market performance.

2c. Executive Director Report

The CVB assisted 50 visitors, there were 241 visitor guide requests or downloads, distributed a total of 540 visitor guides and provided goody bags for five events.

Leah reported occupancy for August was 64.9%, ADR was \$107.86. Occupancy for 2019 was 62.9% and ADR was \$103.14. Day of Week shows Sunday-Thursday occupancy is 64.3% and weekend is 66.9%. In 2019 Sunday-Thursday occupancy was 62.8% and weekend was 63.1%. Source: STR

STR reported U.S. hotel occupancy was 66.5%, down -6.7% from 2019 and ADR was \$151.49, up 14% from 2019.

Leah reported the key performance indicators for the month of September showed 5214 users, down 30% from August, 59% of users came from organic searches, 10,786 pageviews down 22%, the average session time was up 30% and bounce rate was 69% down 9%. The Facebook/Instagram

campaigns had 144,024 impressions, 4407 clicks and a CTR of 3.06%. The Plenty of Summer Left campaign had 3511 clicks and CTR of 2.89%. The weddings campaign had 896 clicks and CTR of 4.01%. There were 81 new followers on Instagram.

Leah reported Bound's engagement for the period August 16 – September 15 saw an increase in engagement from the targeted audience with 3.58 pages per session and an average visit duration of 3:02, compared to last month of 2.62 pages session and average visit duration of 2:23, and a bounce rate of 34%, compared to 49% last month.

The Visitors Guide modal saw a significant increase in overall engagement from last month due to adding a first time visitor segment. There were 1,088 impressions, 162 clicks and a CTR of almost 15%.

The North & South Fly-In had another good month with 192 impressions, 36 clicks and a CTR of 18.75%.

The hotel page views goal had another good month with 102 completions and a conversion rate of 5.36%.

Leah reported the CVB transferred advertising to a new digital billboard at the intersection of I-77 north bound and I-85 in Charlotte.

Leah reported she attended the Southeast Tourism Society's Connections in Concord the first week of September. There were speakers on advocacy, data, marketing and economics. A research economist from the University of South Carolina spoke on the possibility of a recession. The national unemployment rate is 3.7%, consumer spend is up 4.9% from February 2020 and employment levels just got back to February 2020 levels. Wage growth is not keeping up with inflation except in the hospitality sector.

Leah reported she attended the SPORTS conference September 19-21 with one-on-one appointments with events rights holders.

Leah reported she and Cathy attended the Iredell Economic Development Corporation's annual meeting on September 22.

Leah reported the ribbon cutting for the new artificial turf fields at Mazeppa Park was September 26 at 6:00 pm.

Leah reported the Our State Outdoors digital ad for August had 33,693 recipients, an open rate of 64%, CTR 7.1%, Clicks-Per-Unique-Open-Rate 11.2% and clicks on sponsor's ad 28.

Leah reported the Walk of Fame Tour is complete on the Visit Mooresville app. Rick Houston with The Scene Vault Podcast did the voice over and added sound bites from the drivers. The Walk of Fame brochure has been updated to include Rick Mears and Doug Herbert.

Leah reported the PBA 50/60 Regionals Doubles had 72 bowlers and an estimated economic impact of \$57,090 and estimated room demand of 58. The PBA 50/60 Mooresville Open had 108 bowlers and an estimated economic impact of \$86,404 and estimated room demand of 88.

Leah reported the CISC Independence Cup had 38 teams and an estimated economic impact of \$116,544 and estimated room demand of 119.

Leah reported upcoming events: Carolina Girls Hoops Oktoberfest October 1-2, KPAC Gymnastics Lights Camera Action Meet October 9, Perfect Game Super NIT October 7-9, GoPro Motorplex IAME USA Grand National Championship October 13-16, Carolina Girls Hoops October 15-16, NSA Senior Fall World Series October 29-30

The Hilton Garden Inn is hosting the Chamber Business After Hours tonight from 5:00-7:00 pm to benefit Feed NC. Bring canned goods to attend.

2d. Director of Sales Report

Cathy reported she toured the new Team Sales Partners at the NASCAR Hall of Fame on September 8.

Cathy reported she completed SimpleView Training.

Cathy reported she attended meetings for MPI Board.

Cathy reported she worked on a Lost Business Report for market analysis on future development of full service hotels.

Cathy reported leads were sent out for There & Back Again Adventures, Richard James Partners Club, Casa DeMonteCristo and Bryant & Stratton Softball.

2e. Financial Report

Mr. Ballard reported \$607,853 in the bank and revenue due from primary government of \$204,372. Total assets are \$2.4 million and total net position is \$2.3 million as of September 30. Total expenditures are \$244,296.

Mr. Ballard reported the audit was submitted on time by Becky Loy of Cobb Ezekiel Loy & Company P.A.

2f. Mazeppa Appraisal

Mr. Govindji stated legal counsel recommended getting an appraisal on the Mazeppa property. He reported two companies were contacted for quotes.

Mr. Govindji stated he needed a motion from the Board for an appraisal on the Mazeppa property.

Tina Waddell made a motion to hire Integra Realty Resources to perform the appraisal.

Chris Boukedes seconded the motion.

The motion passed unanimously.

Mr. Govindji stated the numbers for Iredell County for visitor spending was over \$300 million in 2021. The tourism industry is a force in our county and will continue to be.

3. The meeting adjourned 9:58 AM. Motion by Tina Waddell and second by Mitch Abraham.

Respectfully submitted,

Leah Mitcham
Executive Director