

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, SEPTEMBER 5, 2019
9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

Present: Ron Johnson, Mitch Abraham, Nick Kothadia, Eddie Dingler, Deborah Hockett, Leah Mitcham, Cathy Carpenter

Guests: Renee Hall, Deanna Groeger, Tony Bassat, Christine Patterson

Mr. Johnson called the meeting to order at 9:02 AM. A quorum was present.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes.

Nick Kothadia made a motion that the minutes from the August 1 meeting be approved.

Mitch Abraham seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

Leah reported the CVB assisted 189 visitors and distributed 1800 visitor guides.

Leah reported occupancy for July was slightly down 2.2% at 66.4%. ADR for July was up 1.2% at \$101.62. YTD Occupancy is slightly up at 65.9%. YTD ADR is slightly up at \$103.07. *Data from Smith Travel Research

Leah reported she attended the Travel and Tourism Coalition meeting in Durham. Visit NC stated July was a great month for tourism with increases in occupancy, ADR, RevPar, room revenue, supply and demand. The film industry is seeing some positive growth with an increase in the film budget. Visit NC won the Mercury Award for its "Firsts That Last" advertising campaign.

Leah reported she hosted a site visit of Mazeppa Park for NXT Sports.

Leah reported she met with Comets Youth Sports to discuss the October tournament and potential 2020 tournaments.

Leah reported she met with LKN1 to discuss 2020 tournaments.

Leah reported she is working with an organization on a kayak fishing tournament.

Leah reported she is working on 2020 tournament dates for basketball.

Leah reported the Bound hotel fly-in campaign for July-August had 932 impressions and a CTR of 2.15%. The events fly-in campaign had 235 impressions and a CTR of 6.81%.

Leah reported the Charlotte Youth Cycling League has added an additional race on October 6 at the Mazeppa Park Trail.

Leah reported the Top Gun Southeast Beast Co-Ed Championships had 18 teams.

Leah reported the I-77 Skills Eval & Showcase had 91 competitors.

Leads were sent for the NC Licensed Home Inspection Association Annual Conference, Comets Youth Sports Battle at the Lake, NXT Sports Carolina Shootout

Upcoming events: Charlotte Youth Cycling League Mountain Bike Race September 8, Top Gun Baseball September 7-8, USSSA King of Swing NIT September 14-15, NC Auto Racing Hall of Fame Induction Ceremony September 23, USSSA Fall State Championship September 28-29, NCAAU Girls Basketball Fall Championship September 28-29, Charlotte Motor Speedway Xfinity and Monster Energy Series Races September 28-29

3. Director of Sales Report:

Cathy reported she attended the Student Youth Travel Association Conference in August.

Cathy reported she attended the Greater Charlotte Hospitality and Tourism Alliance meeting in August.

Cathy reported the CVB will host two travel writers in September.

4. Financial Report:

Mr. Johnson reported the unaudited financials for July-August were \$151.50 for revenue, \$45,016.69 for personnel, \$27,102.68 for operations and \$103,375.28 for marketing and promotions.

5. Chairman of the Board Report:

Mr. Johnson stated new hotels are being built throughout the region and with additional rooms, occupancy tends to drop.

Mr. Johnson stated the economy is projected to slow down within the next year.

6. Mr. Johnson called for any old business.

7. Mr. Johnson called for any new business.

Deanna Groeger with the Fairfield Inn asked how many additional rooms were coming to Mooresville.

Cathy Carpenter stated approximately 325.

The meeting adjourned at 9:24 AM.

Respectfully submitted,

Leah Mitcham
Executive Director