

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, FEBRUARY 6, 2020
9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

Present: Ron Johnson, Mitch Abraham, Eddie Dingler, Amit Govindji, Leah Mitcham, Cathy Carpenter

Guests: Tina Waddell, Tony Bassat, Melissa Cuff, Deanna Groeger, Randy Crum, Tim Sullivan, Christine Patterson

Mr. Johnson called the meeting to order at 9:03 AM. A quorum was present.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes.

Mitch Abraham made a motion that the minutes from the January 9 meeting be approved.

Eddie Dingler seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

Leah reported the CVB assisted 129 visitors, provided visitor services for three special events and distributed 1052 visitor guides.

Leah reported occupancy for December was up 6.8% at 51.6%. ADR for December was up 1.3% at \$96.12. YTD Occupancy is down 1.8% at 64.3%. YTD ADR is up .8% at \$102.29.

*Data from Smith Travel Research

Leah reported the CVB attended the Partners in Tourism Awards breakfast January 22.

Leah reported she attended the NC Sports Association Board retreat and membership meeting January 27-28.

Leah reported she is working with Adaptive Sports to host an Up Down tennis tournament at Edgemoor Park in April.

Leah reported Racing In the Woods will host the first trail run at the Mazeppa Trail on September 19.

Leah reported she did a site visit with Queen City Kayak Bass Fishing for the upcoming Hobie Kayak Bass Fishing tournament in March.

Trip Info, the digital platform for meeting planners, reported 2015 total impressions for January and a click-thru rate of 8.44%, which is the highest to date.

Leah reported Bound's 4th quarter report showed a 700% increase in time spent on the CVB website, an 88% increase in average pages per session and a 31% decrease in bounce rate. Website engagement continues to be higher from visitors experiencing targeted content and the website overall saw a boost in engagement in 4th quarter.

Leah reported STR and Tourism Economics downgraded their revenue-per-available-room growth forecast for 2020 from .5% to no growth. Judy Randall with Randall Travel Marketing says we may see revenues go down in 2020.

Leah reported an extended forecast report for 2020 from STR is projecting occupancy to be down 1.5%, average daily rate to be up .4% and revenue per available room to be down 1.1% from 2019.

Leah reported Randall Travel Marketing has started conducting intercept interviews for the tourism research study. These interviews will continue over the next 6-8 months.

Leah reported there were 103 teams for the Independence Friendlies soccer tournament January 25-26.

Leads were sent for the Drake Family Reunion, Southeast Flag Football's Clash of the Titans, ISSA Eastern Spring Nationals, Carolina Girls Hoops March Madness, Southern Tier Equestrian Center Clicker Clinic, USSSA BOE Select 30, USSSA Fall State Championship, Carolina Big Bass Classic

Upcoming Events: Adaptive Sports Wheelchair Rugby February 15-16, Independent School National Championships February 21-23, Big Shots Prep Nationals February 27-29, FLW Phoenix BFL February 29

3. Director of Sales Report:

Cathy reported she attended the Meeting Planners International meeting January 23-24.

Cathy reported she attended the Association of Executives of North Carolina winter conference January 30-31 and gave a presentation at the keynote luncheon.

Cathy reported she attended the NC Business Travel Association board meeting and dinner.

Cathy reported the NC Business Travel Association chose Mooresville Golf Club as the location for their meeting and golf tournament May 4.

4. Financial Report:

Mr. Johnson reported the unaudited financials for July-January were \$261,580.12 for revenue, \$157,419.93 for personnel, \$100,792.01 for operations and \$252,423.32 for marketing and promotions.

Mr. Johnson stated all categories are within budget.

5. Chairman of the Board Report:

Mr. Johnson stated the Town Board approved the new 6-story hotel on Alcove Road.

6. Mr. Johnson called for any old business.

7. Mr. Johnson called for any new business.

The meeting adjourned at 9:22 AM.

Respectfully submitted,

Leah Mitcham
Executive Director