

**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, MARCH 12, 2020**  
**9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC**

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

Guests: Bryan Alton, Chelsea Bunn, Tony Bassat, Melissa Cuff, Tonya Thompson, Deanna Groeger, Randy Crum, Tim Sullivan, Jessica Stewart, Lois Johnson

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 February 6 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 151 visitors, provided visitor services for two special events and distributed 62 visitor guides.

Leah reported occupancy for January was down 1.7% at 48.9%. ADR for January was flat at \$99.81. Occupancy for last 12 months is down 1.6% at 64.1%. ADR for last 12 months is up .5% at \$102.22. Day of the Week occupancy for weekends was up 5.0% at 42% and ADR was up 3.7% at \$86.77 in January. Day of the Week occupancy for the weekdays was down 2.6% at 51.7 and ADR was flat at 104.14. \*Data from Smith Travel Research

Leah reported Randall Travel Marketing held a hotel meeting to review the lodging information questionnaire for the tourism study.

Leah reported she and Cathy gave a presentation to Visit NC for the 2021 travel guide.

Leah reported she met with Big Shots Basketball to discuss their upcoming tournament and future tournaments.

Leah reported she met with Paul Kreins to review 2020 events.

Leah reported there were 32 teams for the Big Shots Prep Nationals basketball tournament.

Leah reported there were 5 teams for the Queen City Collision Wheelchair Rugby tournament.

Leah reported there were 35 teams for the Independent School National Championships.

Leads were sent for the Top Gun Flag Football Regional Qualifier April 25-26, Top Gun Flag Football Nationals May 23-25, NCAAU Girls Basketball Spring Explosion April 4-5, NCAAU Girls Basketball April 25-26, USTA NC Adult State Championships June 18-21

Upcoming Events: Charlotte Independence Race City Classic March 7-8, Charlotte One Battle at the Lake March 7-8, Hobie Bass Open March 14-15, Charlotte One Showdown at the Lake March 14-15, Youth State Bowling Tournament March 14-15, 21-22, 28-29; Teammate Basketball Hoopstate Heat Session March 21-22, Carolina Big Bass Classic March 20-22, USSSA Select 30 Baseball March 28-29, LNTC Mardi Gras Jr. Classic March 28-29, Carolina Girls Hoops March Madness March 28-29

### 3. Director of Sales Report:

Cathy reported she attended the Global Business Travel Association Leadership Summit in Atlanta.

Cathy reported she met with the new Director of Special Events at Trump National.

Cathy reported the CVB is working on a venues brochure.

Cathy reported she and Leah did a presentation at the Visit NC Roadshow for the 2021 NC Visitors Guide.

Cathy reported the meeting planner for the NC Rural Water Association was in town February 14 enjoying her weekend package she won at the AENC trade show.

Cathy reported she met with Jessica with the Iredell EDC to discuss partnering on industrial tours and other tours for corporate groups.

Cathy reported she attended Rendezvous South March 2-4, a trade show for meeting planners.

### 4. Financial Report:

Mr. Johnson reported the unaudited financials for July-February were \$503,788.97 for revenue, \$179,599.79 for personnel, \$118,799.63 for operations and \$279,591.31 for marketing and promotions.

Mr. Johnson stated all categories are within budget.

### 5. Chairman of the Board Report:

Mr. Johnson reported the CVB will replace the current credit cards with credit cards through Bank of America.

Mr. Johnson reported the CVB will set up an account with the NC Capital Management Trust and move the money from the money market account.

Mr. Johnson welcomed Jessica Stewart with the Iredell County Economic Development Corporation.

Mr. Johnson stated two years ago the Mooresville South Iredell Economic Development Corporation and Statesville Economic Development Corporation merged.

Mr. Johnson asked Jessica to give a report on the Workforce Development.

6. Mr. Johnson called for any old business.

7. Mr. Johnson called for any new business.

The meeting adjourned at 9:20 AM.

Respectfully submitted,

Leah Mitcham  
Executive Director