

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, JUNE 4, 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: Tony Bassat, Melissa Cuff, Deanna Groeger, Christine Patterson, Amy Sherrill, Alyssa Cassese

Mr. Johnson called the meeting to order at 9:08 AM. A quorum was present.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes.

Eddie Dingler made a motion that the minutes from the May 7, 2020 meeting be approved.

Mitch Abraham seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

Leah reported occupancy for April was down -75.8% at 17.6%, last year was 72.9%. ADR for April was down -26.7% at \$75.51.* *Data from STR

STR reports U.S. occupancy for the week of May 17 was 35.4%, down -50.2% from 2019. ADR was \$80.92, down -39.7% from 2019 and RevPAR was \$28.67, down -69.9% from 2019.

Occupancy continues to see steady increases each week with the highest levels being the Friday and Saturday of Memorial Day weekend. The week of April 26 was 28.6%, week of May 3 was 30.1% and week of May 10 was 32.4%.

Visitor guide digital views/downloads for April and May more than tripled from last year and the number of email/phone requests have increased for May. Bound's targeted marketing has significantly increased the number of views of the visitor guide for this year. The conversion rate in 2019 was .20% and in 2020 it is .55%. Visitors who saw the modal created by Bound, had a conversion rate of 1.25%. June is getting off to a good start with walk-ins to the visitor center.

Bound's targeted marketing has significantly increased the views of the hotel page on our website and increased the conversion rate from .71% to .84%. Visitors seeing the modal created by Bound had a conversion rate of 10.60%.

Visit NC, The NC Restaurant and Lodging Association and NC Department of Health and Human Services have developed a public health initiative called CountonMeNC. A training

program that empowers businesses and guests to help keep everyone safe from COVID-19. Those taking the training program will be listed on the website as a CountonMeNC business. To sign up for the training, go to CountOnMeNC.org.

#CookItForwardNC through Visit NC and the NC Restaurant and Lodging Association is drawing attention to the many fabulous restaurants in NC. To spread awareness, they are inviting chefs, cooks and pit masters to create pay it forward posts of their own tagging an image of a dish created by another tagged chef and use the #CookItForwardNC. Donations can also be made to the NC Restaurant Workers Relief Fund.

We continue to work with our sports partners to reschedule or add tournaments. USTA NC Adult State Championships and Powerade State Games tournaments were cancelled. Carpetbagger Lacrosse's Summer Classic is rescheduled for August 15-16.

We have updated the home page of the website with Fun Things To Do Now, Restaurants, #MooresvilleSpirit, Family Reunions, and Trip Advisor Fun Trip Ideas and Itineraries. Bound personalization and social media ads will connect people to the website. Focus is on the drive market to encourage leisure travelers planning vacations.

Leah reviewed the CVB's FY2021 Marketing Plan.

Leads for May: Lena Simpson Big Dawg Flag Football Tournament, Carolinas Girls Hoops I-77 Skills Evaluation and two weddings

3. Director of Sales Report:

Cathy reported she continues to work on the Cvent profile and is waiting on information from some hotels, venues and attractions.

Cathy reported she is working with meeting planners from Cvent that are looking to reschedule tours.

Cathy reported she is working with travel writers and bloggers that are looking for information for their articles since they cannot travel.

Cathy reported leads were sent out for four weddings and the Feast of Tabernacle group.

4. Financial Report and FY2021 Budget:

Mr. Johnson stated the FY2021 Budget was presented to the Board at the May 7 meeting.

Mr. Johnson opened the meeting for public comments on the FY2021 Budget.

There were no public comments.

Mr. Johnson closed the meeting for public comments.

Nick Kothadia made a motion to approve the FY2021 budget.

Amit Govindji seconded the motion.

The motion passed unanimously and the budget was approved.

Mr. Johnson reported the unaudited financials for July-May were \$717,240.08 for revenue, \$250,938.11 for personnel, \$161,334.48 for operations and \$436,555.72 for marketing and promotions.

Mr. Johnson stated the Board needed to vote on a budget transfer for the FY2020 budget to move money from the marketing and promotions category to the personnel and operations categories.

Nick Kothadia made a motion to approve the budget transfer for the FY2020 budget. Amit Govindji seconded the motion.

Mr. Johnson asked for any discussion. There was no discussion. The motion passed unanimously.

Mr. Johnson stated the Board needed to approve the audit contract from Cobb, Ezekiel, Loy & Company.

Mitch Abraham made a motion to approve the audit contract from Cobb, Ezekiel, Loy & Company. Eddie Dingler seconded the motion.

Mr. Johnson asked for any discussion. There was no discussion. The motion passed unanimously.

5. Chairman of the Board Report:

Mr. Johnson stated the Mazeppa Park proposal from the Town which was discussed in May asked for Eighty Thousand Dollars (\$80,000) annually from the CVB for ten years. Mr. Johnson stated with the loss of revenue due to COVID-19 it is not possible to commit to the proposal of Eighty Thousand Dollars (\$80,000.00) annually for ten years at this time.

Eddie Dingler made a motion that the Mazeppa Park proposal for the Eighty Thousand Dollars (\$80,000) annually for ten years be tabled to a later date. Nick Kothadia seconded the motion.

Mr. Johnson asked for any discussion.

Mitch Abraham asked Deborah Hockett if the project was in the Town's FY2021 budget. Deborah Hockett stated the project was not in the FY2021 budget.

The motion passed unanimously.

6. Mr. Johnson called for any old business.

7. Mr. Johnson called for any new business.

The meeting adjourned at 9:30 AM.

Respectfully submitted,

Leah Mitcham
Executive Director