

# MOORESVILLE

CONVENTION & VISITORS BUREAU  
*racecityusa.org*

**MINUTES VIRTUAL MEETING  
MOORESVILLE TRAVEL AND TOURISM AUTHORITY  
THURSDAY, MAY 7, 2020  
9:00 AM TOWN HALL, MOORESVILLE, NC**

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

Mr. Johnson called the meeting to order at 9:06 AM. All Board members were present.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes.

Mitch Abraham made a motion that the minutes from the March 12 meeting be approved. Eddie Dingler seconded the motion. The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

Leah reported occupancy for March was down -35.8% at 44.4%, last year was 69.2%. ADR for March was down -6.9% at \$95.62.\* Occupancy projections for April are expected to be at 10-15%. \*Data from STR

The hospitality industry like so many others has been hit extremely hard by the pandemic. Visit NC reports the total travel spending losses in North Carolina for 2020, through April 18, are estimated to be nearly \$2.2 billion in visitor spending, \$65 million in state taxes and \$39 million in local taxes as compared to the same time period last year.

In 2018 travel and tourism generated over \$8 million in local tax revenue for Iredell County and a tax savings of \$127.19 per resident.\* The Economic Impact of Travel on North Carolina Counties. Study prepared by the U.S. Travel Association for Visit NC.

Sports tourism plays a large part in generating tax revenue in Mooresville. The estimated economic impact loss to date is over \$2 million dollars for the amateur sports tournaments cancelled or rescheduled due to the pandemic. The CVB continues to work with our sports partners and Park and Rec to reschedule those events for later in the year. Currently we have rescheduled 12 out of 24 events. Safety is the number one concern for our community and for the players, families, coaches and staff. We will look to state and local health experts and follow their guidelines for the right time to host tournaments.

In March we updated the home page of the website to include a message to visitors that we would be here to welcome them when it is safe to resume travel. We also included an update to the restaurants who are offering curbside, delivery and takeout, a link to trusted resources on COVID-19, as well as a gallery of photos promoting the hashtag #MooresvilleSpirit, a shout out

to members of our community that have stepped up to keep us fed, inspired, fit and entertained, and who are lending a helping hand to others in the community.

We promoted #MooresvilleSpirit on our social media channels as well. Our Facebook post has reached more than 5,500 people and has had 569 engagements, including likes, comments, and shares. Other posts on Facebook included things that people could currently do, like take a drive through Lazy 5 Ranch and live streamed concerts from the local brew pubs.

Our Instagram feed shared ways our locals were staying entertained. A user-shared video from Lazy 5 had 402 views, and a wakesurfing video from driver John Hunter Nemecheck had 371 views. A post that asked users to pick 3 things to do from a list of 9 area attractions and events received high engagement, with 25 people sharing their wish list with us. We also promoted our restaurants offering curbside, takeout and delivery.

Our Twitter account has been busy keeping race fans up to date on the iRacing Challenge featuring Dale Earnhardt Jr. and Team Penske.

The CVB has joined Cvent to allow for our market to be sourced to meeting planners and attract more meetings to Mooresville. Cathy is currently building our profile uploading pictures and specs of hotels with meeting space, venues and attractions. Cathy is also enhancing our profile in other platforms for groups and meeting planners to source our market.

Tourism experts are reporting that the drive market will be the first to rebound. Being a suburb of Charlotte, we're positioned extremely well with great interstate access and a less populated area to satisfy the pent-up demand to get outdoors, reunite with friends and family and offer fun things to do close to home once it is safe to travel again.

Our digital marketing campaign will focus on the outdoors and the lake as a natural social distancer as well as fun things to do with family.

NASCAR announced the Coca-Cola 600 will be held at Charlotte Motor Speedway without fans Memorial Day Weekend. We will continue the digital marketing campaign focused on race fans. Prior to the pandemic, this campaign had the highest engagement.

This week is National Tourism Week and to celebrate we participated in U.S. Travel Association's #VirtualRoadTrip through Twitter. Feeding giraffes, wakesurfing, kart racing, restaurants, live music and race shops were some of the tweets showcasing Mooresville on the #VirtualRoadTrip.

Leads were sent for the Carolina Big Bass Classic, Teammate Basketball Return to the Court, NXT Sports Carolina Shootout, Top Gun Flag Football Regional Qualifier and Nationals, Stanley-Spurlin Wedding, NC Business Travel Association Meeting

### 3. Chairman of the Board Report:

Mr. Johnson stated the Town submitted a turf field proposal for Mazeppa Park.

Mr. Johnson stated the original MOU with the Town for Mazeppa Park came about because Frank Radar had the foresight to suggest two of the six soccer fields be turf. The CVB agreed

to pay for the two turf soccer fields. The MOU stated the CVB would pay Five Hundred Thousand Dollars (\$500,000.00) at the signing of the MOU and One Hundred Twenty Thousand Dollars (\$120,000.00) for 10 years to cover the cost of the two turf soccer fields.

Mr. Johnson stated the new Mazeppa Park proposal is asking for Three Hundred Fifty Thousand Dollars (\$350,000.00). The project will replace the existing turf on two soccer fields and replace two of the grass soccer fields with turf.

Mr. Johnson asked for comments and questions regarding the proposal.

There was discussion among the Board.

Nick Kothadia asked if spending the Three Hundred Fifty Thousand (\$350,000.00) would drop our reserves too low.

Mr. Johnson stated he recommends paying the \$350,000 in two payments.

Mitch Abraham asked when the \$175,000 would be paid?

Mr. Johnson stated he suggests paying the first payment when the contract with the construction company is signed.

Mitch Abraham asked if the project was in the FY2021 budget.

Deborah Hockett stated it was not currently in the budget.

Mr. Johnson asked if the Board needed to vote on the project.

Deborah Hockett stated the Town needs the support of the CVB to move the project forward.

Nick Kothadia made a motion to support the turf soccer fields project in two payments of One Hundred Seventy-five Thousand Dollars (\$175,000.00).

Amit Govindji seconded the motion.

Mr. Johnson asked for any further discussion.

Mitch Abraham asked if we need to add the amount will not exceed \$350,000.00 to the motion.

Mr. Johnson stated there would be one payment in 2021 of One Hundred Seventy-five Thousand Dollars (\$175,000.00) when the construction contract is signed and the second payment of One Hundred Seventy-five Thousand Dollars (\$175,000.00) in 2022.

The motion passed unanimously.

Mr. Johnson stated the second part of the proposal was for a payment of Eighty Thousand Dollars (\$80,000.00) for ten years.

Eddie Dingler stated he did not have enough information or details about the Eighty Thousand Dollars (\$80,000.00). He stated he would inquire about the details and report back to the Board.

Amit Govindji stated with the state of the hospitality industry due to COVID-19, there is too much uncertainty to commit to the Eighty Thousand Dollars (\$80,000.00) for ten years. He stated it would be great to get a list of the contributions the CVB has made over the years.

4. Financial Report:

Mr. Johnson reported the unaudited financials for July-April were \$503,806.93 for revenue, \$224,345.71 for personnel, \$137,530.71. for operations and \$313,647.70 for marketing and promotions.

Mr. Johnson stated all categories are within budget. Mr. Johnson stated revenue will be down due to COVID-19.

Mr. Johnson stated the Board has been presented with the Recommended Budget for FY2021.

Mr. Johnson stated revenue is \$825,600 and is projected to be down due to COVID-19. Appropriated revenue is \$361,695 for a total revenue of \$1,187,295.

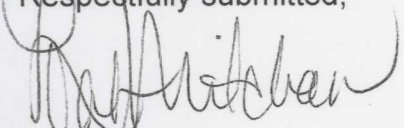
Mr. Johnson stated personnel is \$305,995 and includes a 2% merit increase for employees.

Mr. Johnson stated operations is \$165,000 and marketing and promotions is \$716,300. Marketing and promotions include the last payment to the Town for Mazeppa Park and the \$175,000 for the turf fields.

Mr. Johnson asked the Board to contact him if they had any questions or comments on the Recommended Budget FY2021.

The meeting adjourned at 9:34 AM.

Respectfully submitted,



Leah Mitcham  
Executive Director