

MOORESVILLE

CONVENTION & VISITORS BUREAU
racecityusa.org

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, NOVEMBER 5, 2020
9:00 AM VICTORY LANES BOWLING CENTER, MOORESVILLE, NC

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

Guests: Tony Bassat, Beth Compton, Becky Loy, Christine Patterson, Deanna Groeger

Mr. Johnson called the meeting to order at 9:06 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 October 1, 2020 meeting be approved. Amit Govindji seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Audit Report from Cobb, Ezekiel, Loy & Company, P.A.

Becky Loy reported the CVB received an unmodified audit opinion for fiscal year ending June 30, 2020, which is the highest opinion given.

3. Executive Director's Report:

The CVB assisted 52 visitors and had 155 visitor guide requests.

Leah reported occupancy for September was 40.4 % down 34.7%. ADR for September was \$84.75 down 17.8%. Revenue was down 36.4%.* Leah stated Randall Travel Marketing believes our occupancy for 2020 will be around 45% and 50-55% for 2021. *Data from STR

STR reports U.S. occupancy for the week of October 11-17 was 50.1%, down 30.7% from the same week in 2019. ADR was \$97.69, down 28.3% and RevPAR was \$48.91, down 50.3% from the same week in 2019.

Leah reported the CVB website saw significant increases in users due to the Visit NC co-op advertising campaign. The website had 19,883 users with 92.5% being new and 27,656 pageviews with the top user locations coming from Atlanta, Nashville, Knoxville, Washington DC, Virginia Beach and Memphis.

Leah reported the user generated content promotion through Visit NC reached 26,931 and had 28,374 impressions and 1,169 likes.

Leah reported analysis by Tourism Economics for the U.S. Travel Association states since the beginning of March, the COVID-19 pandemic has resulted in \$434 billion in cumulative losses for the U.S. travel economy. The continual depressed level of travel spending has caused a loss of \$55.8 billion in federal, state and local tax revenue since March 1.

Leah reported the pavers for Greg Anderson and Bobby Labonte were added to the Walk of Fame in September.

Leah reported the 5K Mazeppa Trail Run set for October 24 was cancelled.

Leah reported Teammate Basketball's tournament rescheduled for November 21-22 has been cancelled.

Leah reported the Carolina Big Bass Classic September 25-27 had 667 anglers with an estimated economic impact of \$176,117 and an estimated room demand of 226.

Leah reported the USSSA Fall State Championship September 26-27 had 15 teams and an estimated economic impact of \$27,264.

Leah reported the Charlotte Independence Fall Classic soccer tournament will be November 14-15 and 21-22.

Leah presented the FY2020 annual report.

4. Director of Sales Report:

Cathy reported she visited a new wedding venue Chickadee Hill Farms. They have been added to the CVB website.

Cathy reported she met with CLT Special Events and is working with them on brewery tours and walking foodie tours.

Cathy reported we hosted a travel writer October 15-17. Visit Gaston partnered with us and the Tru was the host hotel. The writer was very prepared and featured great photography. Cathy thanked our local partners.

Cathy reported she volunteered on the Welcome Committee at the HTA Event, October 21st, to get Visit Mooresville in front of regional CEOs and other business and regional community leaders.

Cathy reported she is working on the MPI Programing Committee for the MPI Virtual Trade Show October 22 to educate people about hosting safe meetings and bring awareness to human trafficking.

Cathy reported she attended the virtual AENC Fall Conference October 29-30. The CVB was the sponsor for the morning sessions and received great advertising throughout the event.

Cathy reported the AENC Annual Trade Show December 9 in Raleigh has been cancelled.

5. Financial Report:

Mr. Johnson reported the unaudited financials for July-October were \$135,144.04 for revenue, \$94,444.98 for personnel, \$55,372.01 for operations and \$83,822.12 for marketing and promotions.

6. Mr. Johnson stated the Board needed to go into closed session.

Amit Govindji made a motion to go into closed session.

Mitch Abraham seconded the motion.

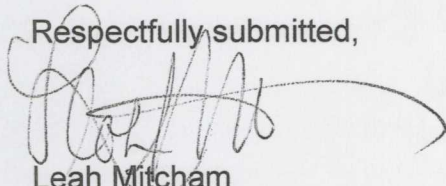
The motion passed unanimously.

Mr. Johnson asked Leah to take minutes in the closed session.

The Board came out of closed session.

The meeting adjourned at 11:10 AM.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Leah Mitcham', with a long, sweeping flourish extending to the right.

Leah Mitcham
Executive Director