

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, JUNE 3, 2021
9:00 AM VICTORY LANES BOWLING CENTER, MOORESVILLE, NC

Present: Amit Govindji, Eddie Dingler, Mitch Abraham, Grant Hutcheson, Deborah Hockett, Leah Mitcham, Cathy Carpenter

Guests: Nikki Baker, Rachel Jones

Amit Govindji called the meeting to order at 9:15 AM. A quorum was present.

1. Approval of Minutes:

Mr. Govindji called for approval of the minutes.

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

Grant Hutcheson seconded the motion.

The motion passed unanimously and the minutes were approved.

2. FY2022 Budget

Mr. Govindji opened the meeting for public comment for the FY2022 budget. There were no comments.

Mr. Govindji closed the meeting.

Mitch Abraham made a motion to approve the FY2022 budget.

Eddie Dingler seconded the motion.

The motion passed unanimously.

3. Executive Director's Report:

The CVB assisted 41 visitors, had 67 visitor guide requests or downloads, distributed 2148 visitor guides and provided goody bags for five events.

Leah reported occupancy for April was 50.4%, ADR was \$87.67. Comparing 2019 numbers occupancy was 73%, ADR was \$103.01. Revenue is down -24% from 2019. * Source: STR

Leah reported Visit Charlotte's numbers for hotels for March had occupancy at 47.5% and ADR at \$81.05. Visit NC's numbers for hotels for March had occupancy at 54.7% and ADR at \$86.70. Source: STR

Leah reported the CVB website's key performance indicators for the month of May showed 5355 users, down 8% from last month and 9,933 pageviews, down 3% from last month. Bounce rate was 72.3%, slightly higher than last month. Goal completion rate was 15.3%, up 49.2% from last month. The Facebook/Instagram ad campaign had 133,500 impressions, down 51% from last month due to

an adjustment error on the ad spending. The weddings campaign had 2,257 clicks, and a CTR of 3.19%, slightly down 9%, the dreaming of an escape campaign had 1,063 clicks and a CTR of 1.69%, up 19%.

Leah reported Bound targeted marketing for April 15-May 15 showed more visitors than last month and a greater percentage of visitors seeing Targeted content, now up to 42% of sessions. Higher website engagement from both Targeted and Default visitors with targeted audience continuing to see much higher performance.

The Visitor Guide Modal had similar impressions but clicks continue to increase and the CTR was higher this month at 9.5%.

A fly-in was added for the new Mooresville Escapes later in the reporting period so we did not have a lot of impressions and engagements. A new photo which has had good engagement was added for the fly-in. The weddings guide fly-in is still seeing very high impressions from social ad visitors but CTRs were slightly lower this month. Visitors are clicking to view the guide without clicking directly from the fly-in.

Leah reported the CVB is sponsoring a new Lake Norman article on Visit Charlotte's website which includes a banner ad.

Leah reported Mooresville was the featured Instagram Story on Visit NC's Instagram June 2.

Leah reported the USA Bobsled team had some fun racing at the GoPro Motorplex while they were in town.

Leah reported Mooresville Downtown Commission is hosting The Great Race on June 26 for an overnight stop in Mooresville. Events will start at Noon with a local car show, music, food and beer garden. The Great Race event will be from 5:00-9:00 PM.

Leah reported Precision Athletics Volleyball Club hosted their first tournament at Talbert May 22-23. They had 11 teams, all local, and an estimated economic impact of \$13,576.

Leah reported Teammate Basketball's State Championship had a total of 120 teams with 42 playing in Mooresville and the rest in Concord. The gas shortage and lack of court availability in Mooresville unfortunately had an impact on the tournament. The estimated room demand was 68 and estimated economic impact was \$93,707.

Leah reported the NC Bowling Congress Youth Championships had 402 bowlers over three weekends, an estimated room demand of 141 and estimated economic impact of \$114,512.

Leah congratulated The Aloft on their ribbon cutting and grand opening celebration May 26.

Leads were sent for Precision Athletics Volleyball Club's indoor and grass tournaments, NCAAU Girls Summer Slam, Share & Bake at the Lake and Fallin' for Ballin'.

Leah reported upcoming events: NXTSports Carolina Shootout Lacrosse Tournament June 5-6, Carolinas Girls Hoops Report June 5-6, Limitless Sportz' The Nationals June 12-13, Professional Bowling Association Jr. Regional Tournament June 12-13, USTA NC Adult State Championships June 17-20, PAVC Volleyball June 19, USSSA Father's Day Classic June 19-20, USSSA The Don's Perfect Storm June 26-27, NCAAU Girls Summer Slam June 26-27, Top Gun Sports Softball Summer World Series July 22-25

Leah reported the Officer Jordan H. Sheldon Memorial Dog Park grand opening will be held at Cornelius Road Park June 5 at 9:00 AM.

Leah presented the FY2022 Marketing Plan.

4. Director of Sales Report:

Cathy reported that she attended the AENC Hybrid Spring Conference.

Cathy reported she attended Rendezvous South Meeting Planner Conference in Lake Charles, LA and met with 20 meeting planners.

Cathy reported Mooresville hosted the North Carolina Business Travel Association Golf Tournament on May 10 at the Mooresville Golf Club and Circa 1873. There were approximately 50 golfers and 20 non-golfers and they raised over \$1,100.00 and two barrels of canned and dry good for Feed NC.

Cathy reported she attended MPI's Hybrid Annual Meeting virtually.

Cathy reported she attended the CRVA City Outlook Meeting virtually looking at new ways to partner and market Mooresville.

Cathy reported she is working with Mooresville breweries to create an Ale Trail brochure and map which should be completed in the next couple of weeks.

May corporate leads were sent for SnJ 2 Divas Bridal Show, Geiger Diamond Group Event, Visionary Sleep Restonic Mattress Open House, CHG Healthcare Weatherby Healthcare Executive Retreat.

Cathy reported Duluth Travel will do a FAM tour in June.

5. Financial Report:

Deborah Hockett reported \$62,194 in checking and \$600,058 in capital management trust account for a total of \$662,252. She reported the total revenue for July-May is \$451,348. Total expenses for July-May are \$792,844. Expenditures exceed revenue by \$341,496 and the appropriated revenue budgeted was \$361,695. Deborah stated she did not believe all the appropriated revenue would be spent. Ratio of revenue to budget is 53% and expenses to budget are 55.3%.

6. Old Business

7. New Business

The meeting adjourned at 10:00 AM.

Respectfully submitted,

Leah Mitcham
Executive Director