

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, AUGUST 5, 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: Tony Bassat, Debbie Furr, Tara Dowling, Robin Noud, Jenn Bosser

Amit Govindji called the meeting to order at 9:05 AM. A quorum was present.

Leah reported Ron Johnson officially retired on July 5 and Amit Govindji was appointed the Chairman of the Board at the Town Board meeting on July 6.

1. Approval of Minutes:

Mr. Govindji called for approval of the minutes.

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

Eddie Dingler seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

The CVB assisted 55 visitors in June and 95 in July, 86 visitor guide requests or downloads in June and 104 in July, distributed a total of 2550 visitor guides and provided goody bags for eight events in June and five in July.

Leah reported occupancy for May was 53.2% and June was 53.8%, ADR was \$97.50 for May and \$98.20 for June. In 2019 May occupancy was 70.5% and June was 73.7%, ADR was \$104.55 and \$106.40. * Source: STR

Leah reported Visit Charlotte's occupancy for April was 52.3% and May was 56.2%. ADR for April was \$87. Weekday demand is down 44% with overall demand down 16% from May 2019. Visit NC said occupancy for the state for April was 60.4% and ADR was \$96.26. Source: STR

Leah reported Destination Analysts reported optimism about the pandemic in the U.S. plummeted the week of July 26. The expectation that the situation will get worse in the next month increased from 19.6 percent the week of July 12 to 43 percent the week of July 26.

This was the first time since the beginning of February that those who have a negative outlook were greater than those with positive outlooks. Travelers are also still feeling price conscious however half of Americans recently reported that travel rewards programs will continue to be important when planning travel and nearly 70 percent agree that getting the lowest possible prices while traveling is important to them.

Leah reported U.S. Travel Association reported that more than half of respondents to a recent Global Business Travel Association survey report they plan to resume domestic business travel in the next three months. Four in ten say their company has already resumed non-essential domestic business travel.

Leah reported the CVB website's key performance indicators for the month of June showed 7500 users, up 40% from May and 14,906 pageviews, up 42% from May. Bounce rate was 73.8%, slightly higher than April, but there were more users on the site. The Facebook/Instagram ad campaign had 146,000 impressions, up 20% from May and 167 new followers. The weddings campaign had 2105 clicks, and a CTR of 3.05%, down 4%, the summer escape campaign had 1450 clicks and a CTR of 1.89%, up 6%. The key performance indicators for the month of July showed 8114 users, up 8% from June and 16,275 pageviews, up 15% from June. Bounce rate was 70%, down 5.15% from July, so people stayed on the site longer. The Facebook/Instagram ad campaign had 159,800 impressions, up 16% from June and 101 new followers. The weddings campaign had 2112 clicks and a CTR of 2.97%, down 2% and the summer escape campaign had 1707 clicks and a CTR of 1.92%, up 5%.

Leah reported Bound targeted marketing for Quarter 2 overall site performance showed visitors who saw a personalized message engaged with the site at higher levels compared to visitors who did not have a personalized experience. Our targeted visitors had an increase of 199% in Average Visit Duration compared to the default (1:32 for targeted vs :42 for default), saw a 41% increase in Average Pages Per Session compared to the default (2.01 pages for targeted vs 1.43 pages for default) and had an 18% decrease in Bounce Rate compared to the default (64% for targeted vs 78% for default). We continued to see the targeted visitor's sitewide engagement increase as we moved into July.

The visitor guide modal for June 16-July 15 had 437 impressions, 22 clicks and a CTR of 5%, almost 12% higher than the average modal engagement rate. We saw a large increase in impressions and CTR, as well as 46 completions on our Visitor Guide goal, a 24% increase from the previous month.

The Mooresville Escape fly-in for June 16-July 15 had 2392 impressions, 38 clicks and a CTR of 1.59%. There were 13 total clicks on the book now link. Our focus on serving the Mooresville Escape fly-in to all audiences resulted in the out of state audience doubling and the CTR increasing by 280%.

The weddings guide fly-in for June 16-July 15 had 665 impressions, 12 clicks and a CTR of 1.80%. We saw increased clicks this month on the weddings guide for the Instagram ad visitors and repeat weddings visitors.

Leah reported Mooresville was awarded the Best Overnight City Award on The Great Race Tour hosted by the Mooresville Downtown Commission on June 26. The award was given to Mooresville due to the overwhelming turnout, spirit, and hospitality. There were more than 5000 spectators in attendance.

Leah reported the CVB hosted a social media influencer June 23-25 through a co-op program with Visit NC. @FindLoveTravel did 2 Instagram posts, 1 reel and 34 stories with total potential impressions of 21,600. Her posts received over 800 likes each. She experienced GoPro Motorplex, wake surfing for the first time with Ride LKN, the murals and Moor Park in Downtown, and Lake Norman State Park.

Leah reported she met with Pam from Park and Recreation, Christine with the Charles Mack Center and Kevin with the Performing Arts Center to discuss how the CVB can collaborate to get people to stay in hotels and attend performances.

Leah reported she is working with an organization to host a tournament comprised of multiple sports on the same weekend or back-to-back weekends.

Leah reported the auditor has completed the review for the FY2021 audit.

Leah reported the Professional Bowling Association's Junior Regional Tournament held June 12-13 had 89 bowlers, an estimated room demand of 40 and total estimated economic impact of \$30,225. This was a new tournament for 2021.

Leah reported the Carolina Girls Hoops' Carolina Tune-up held June 4-6 had 175 players, an estimated room demand of 97 and total estimated economic impact of \$73,686.

Leah reported the NXTSports' Carolina Shootout held June 5-6 had 59 teams, an estimated room demand of 395 and total estimated economic impact of \$338,004.

Leads were sent for Carolina Girls Hoops' I-77 Skills Evaluation Showcase, Carolina Oktoberfest and Friday Night Lights, Weekend Warrior Flag Football's Carolina State Championships, All or Nothing Performance Labor Day Classic

Leah reported upcoming events: Carolina Girls Hoops' I-77 Skills Evaluation Showcase August 7-8, NCAAU Girls Shake & Bake at the Lake August 14-15, Precision Athletic Volleyball Club Doubles Tournament August 21, NCAAU Pickleball September 1-5, All or Nothing Performance Labor Day Classic September 4-5, PBA 50/60 September 2-6

3. Director of Sales Report:

Cathy reported the Ale Trail brochures are complete and copies are available for your hotel or office.

Cathy reported she met with Morgan Evans and Tanner Brooks founders of the Hopp App to discuss how it can help promote the Ale Trail.

Cathy reported she gave the new GM at Home 2, Nikki Baker, a tour of Mooresville.

Cathy reported she hosted Duluth Travel for a FAM tour of Mooresville in June.

Cathy reported the CVB was a sponsor for the Field of Flags.

Cathy reported she toured Merino Mill and met with Jean Andzulis to discuss including the Mill in the AENC FAM tour.

Cathy reported she attended the AENC Annual Meeting with Fairfield Inn and Charles Mack Citizen Center in Wilmington.

Cathy reported NC Business Travel Association held a "How to Hybrid" Event in Charlotte that included education sessions and information on how to hold hybrid events.

Cathy reported she gave the new AGM for Tru, Luccia Sifontes, a tour of Mooresville.

Cathy reported CLT Special Events hosted a Winery Tour July 31 and Tru by Hilton was the host hotel.

Cathy reported she is planning the FAM tour for the AENC Board of Directors and Elite Meeting Planners scheduled for October 12-13. The host hotel is Aloft.

Cathy reported leads were sent out for NC RWA Long Range Planning Retreat for November 2021,
The Guardians, Inc. Training Intensives for September, October and January 2022,
Sync Meeting Management Sew Sweet October 2021 and Three Rivers Land Trust Habitat Summit 2021

Cathy reported the calendar of sales for conferences and events was sent on Tuesday and includes updated opportunities to attend conferences and participate in sales mission with the CVB.

4. Financial Report:

Deborah Hockett reported year-end financials will not be available until after the FY2021 audit is complete. Deborah reported cash in the bank is \$495,255 and occupancy revenue for 4th quarter will be deposited in August. Deborah reported the expenditures in July are higher with annual payments due at the beginning of the fiscal year but the budget is matched to an annual budget not a monthly budget.

5. Mazeppa Trail Grant

Mr. Govindji asked Leah to give the information on the Mazeppa Trail Grant.

Leah reported Mooresville Park and Recreation is applying for another Recreational Trails Program grant to add more mileage and features to the Mazeppa Trail. The amount applied for is Sixty Thousand Dollars (\$60,000) and a 25% match of Fifteen Thousand Dollars (\$15,000) is needed if the grant is approved. Park and Recreation has asked if the CVB would like to partner again on the 25% match.

Mr. Govindji stated he believes adding more mileage and features will encourage more people to come from the region to ride the trail.

Grant Hutcheson stated he believed it is a good investment to add to the existing trail.

Mitch Abraham made a motion that the CVB give the 25% match needed for the Recreational Trails Program grant in the amount of Fifteen Thousand Dollars (\$15,000) for the Mazeppa Trail.

Grant Hutcheson seconded the motion.
The motion passed unanimously.

Mitch Abraham asked when the payment would be due.

Leah stated Park and Recreation would be notified in December if they were awarded the grant but not sure when the payment would be due.

6. Old Business

Grant Hutcheson inquired about the Mazeppa turf project.

Deborah Hockett stated it was still in discussion.

7. New Business

Leah reported Ron's retirement party will be held at Langtree Plantation on August 10 from 4:00 – 7:00 PM.

The meeting adjourned at 9:40 AM.

Respectfully submitted,

Leah Mitcham
Executive Director