

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, JANUARY 6, 2022
9:00 AM CIRCA 1873 AT ON THE NINES, MOORESVILLE, NC

Present: Amit Govindji, Tina Waddell, Grant Hutcheson, Paul Kreins, Eddie Dingler, Chris Boukedes, Deborah Hockett, Leah Mitcham, Cathy Carpenter

Guests: Debbie Furr, Bill Lyons, Rachel Edwards, Chad Thomas

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

2.a. Approval of Minutes

Mr. Govindji called for approval of the minutes.

Eddie Dingler made a motion that the minutes from the January meeting be approved.

Chris Boukedes seconded the motion.

The motion passed unanimously, and the minutes were approved.

2.b. 2022 Board Meeting Dates

Mr. Govindji asked for a motion to approve the 2022 Board meeting dates.

Eddie Dingler made a motion to approve the 2022 Board meeting dates.

Tina Waddell seconded the motion.

Mr. Govindji asked for any discussion. There was no discussion.

The motion passed unanimously.

2.c. Executive Director Report

The CVB assisted 44 visitors, 92 visitor guide requests or downloads, distributed a total of 153 visitor guides and provided goody bags for four events.

Leah reported occupancy for October was 59.5%, ADR was \$104.04. Occupancy in October 2019 was 70.2% and ADR was \$104.40. Occupancy for November was 56.6% and ADR was \$99.83. Occupancy in November 2019 was 65% and ADR was \$97.98.* Source: STR

Leah reported the CVB website's key performance indicators for the month of November showed 5837 users, down 2.9% from October with 3140 users from organic searches. There were 10,617 pageviews, the average session time increased by 17% and the bounce rate was 74.64%. The Facebook/Instagram ad campaign had 192,584 impressions and 58 new followers on Instagram. The weddings campaign had 1553 clicks and a CTR of 3.40%, up 14%, the new fall campaign had 3594 clicks and a CTR of 2.45%. Key performance indicators for the month of December showed 5190 users, down 11% from November with 3087 users from organic searches. There were 8653 pageviews, the average session time decreased by 23% and the bounce rate was 74.62%. The Facebook/Instagram ad campaign had 156,625 impressions and 61 new followers on Instagram.

The weddings campaign had 1476 clicks and a CTR of 3.27%, down 4%, the fall campaign had 2487 clicks and a CTR of 2.23%.

Leah reported the NC Travel Industry Association was instrumental in developing and getting an innovative hospitality pilot program funded by the state to provide a high school apprenticeship program within public school systems in Cabarrus, Gaston, Iredell, Lincoln, Mecklenburg and Union counties.

Leah reported she met with Park and Recreation to review 2022 tournament calendar.

Leah reported she met with Perfect Game to discuss 2022 tournaments and do a site visit.

Leah reported she met with AAU to do a site visit of the MHS gym.

Leah reported the website was updated to include holiday events, the most Instagrammable places in Mooresville and the Ale Trail.

U.S. Travel Association reported fewer Americans traveled for the Christmas holiday than originally intended due to the omicron variant. Destination Analysts reported that of the 30% who planned travel, only 23% actually followed through. In January 15% of travelers plan to travel for leisure which is down from 21% two weeks ago. However, Longwoods International reported that nearly nine in 10 (89%) have travel plans in the next six months. And three in 10 American travelers expect to take more leisure trips in 2022 than 2021 with 46% planning to travel in Q1 2022. National Plan for Vacation Day is January 25.

Leah reported U.S. Travel Association completed a report on the State of the American Workforce and the Impact on Travel. Leah shared some key points from the report.

Leah reported the LKN Lacrosse Fall Classic had a total of 112 teams, which was double the teams from 2019. The EEI was \$388,701 and the estimated room demand was 452.

Leah reported the CI Soccer Fall Classic had a total of 145 teams at Mazeppa Park for both weekends. The EEI was \$376,187 and estimated room demand was 331.

Leah reported Weekend Warrior's State Championship had 46 teams and EEI of \$240,347 and estimated room demand was 249.

Leah reported leads were sent out for the Carolina Big Bass Classic, Teammate Basketball's Layup at the Lake, Queen City Kayak Bass Fishing Tournament, Weekend Warrior's Queen City Classic, The Nationals, East Coast Regionals, The Monster, and State Championship.

Leah reported upcoming events: CI Soccer Showcase January 8-9 & 22-23, CI Independence Friendlies January 29-30, PAVC Winter Freeze January 22-23

2.d. Director of Sales Report

Cathy reported she attended the November MPI Education and Networking Meeting in Greenville, South Carolina. Cathy reported she submitted a bid for a lead from that event

Cathy reported she is creating prizes for guests that complete the Ale Trail.

Cathy reported she hosted a meeting planner for a tour of our market for a deeper dive into what we can offer for meetings. The tour and the October FAM has produced a letter of intent and RFP for April 2024.

Cathy reported she Attended Southeastern Tourism Society's Group Sales Symposium in Roswell, GA. Cathy showed a presentation from STR and offered the presentation on a flash drive.

Cathy reported she and the Charles Mack and Fairfield Inn attended the AENC Annual Trade Show which produced several leads for meetings.

Cathy reported that she is setting appointments for STS Domestic Showcase PR and Media Mission in February in Virginia.

Cathy reported the upcoming conferences and events in January include the HTA General Meeting January 20, the MPI Winter Conference and January Meeting January 20-21 and the AENC Winter Conference January 27-28.

2.e. Financial Report

Deborah Hockett reported as of December 31 there was \$472,901 in the bank. Receivable from the Town for occupancy tax collected for October & November totals \$174,301. Total assets as end of the year \$2,252,318. Expenditures exceeded revenue by \$187,999 which is to be expected.

2.f. Randal Travel Marketing Proposal

The Board reviewed and discussed a revised proposal from Randal Travel Marketing for \$5500 for meeting and event planner research.

Grant Hutcheson made a motion to approve

Tina Waddell seconded the motion.

Mr. Govindji asked if there was any discussion. There was no discussion.

The motion passed unanimously.

2.g. Strategic Plan Proposal

The Board reviewed and discussed proposals from Randal Travel Marketing and Magellan Strategy Group for a strategic plan.

Grant Hutcheson made a motion to accept the proposal from Magellan Strategy Group for \$6,000 for a strategic plan.

Paul Kreins seconded the motion.

Mr. Govindji asked if there was any discussion. There was no discussion.

The motion passed unanimously.

2.h. Old Business

There was no old business.

2.i. New Business

There was no new business.

2.j. Closed Session Personnel (G.S. 143-318.11(a)(6))

Mr. Govindji asked for a motion to go into closed session.

Eddie Dingler made a motion to go into closed session.

Grant Hutcheson seconded the motion.

The motion passed unanimously.

MINUTES FOR CLOSED SESSION HAVE BEEN RECORDED AND SEALED UNTIL PUBLIC INSPECTION WILL NO LONGER FRUSTRATE THE PURPOSE OF THE CLOSED SESSION.

The Board came out of closed session and returned to open session.

Mr. Govindji asked for a motion to approve a monthly car allowance for Cathy Carpenter.

Eddie Dingler made a motion to approve a monthly car allowance in the amount of \$300.00 (net) for Cathy Carpenter.

Grant Hutcheson seconded the motion.

Mr. Govindji asked if there was any discussion. There was no discussion.

The motion passed unanimously.

Deborah Hockett made a recommendation to pay regular monthly invoices like utilities with the credit card.

3. The meeting adjourned at 10:12 AM. Motion by Eddie Dingler, second by Grant Hutcheson.

Respectfully submitted,

Leah Mitcham
Executive Director

**MINUTES CLOSED SESSION
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, JANUARY 6, 2022
9:00 AM CIRCA 1873 AT ON THE NINES, MOORESVILLE, NC**

Mr. Govindji stated Leah is requesting the Board approve a car allowance in the amount of \$300 net for Cathy Carpenter.

There was discussion among the Board.

Mr. Govindji asked for a motion to go into open session.
Eddie Dinger made a motion to go into open session.
Grant Hutcheson seconded the motion.
The motion passed unanimously.

Respectfully submitted,

Leah Mitcham
Executive Director