

**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, APRIL 7, 2022**  
**9:00 AM CIRCA 1873 AT ON THE NINES, MOORESVILLE, NC**

Present: Amit Govindji, Tina Waddell, Paul Kreins, Mitch Abraham, Eddie Dingler, Leah Mitcham, Cathy Carpenter

Guests: Brad Howard, Lee Sullivan, Eric Powers, Deanna Groeger

1. Mr. Govindji called the meeting to order at 9:06 AM. A quorum was present.

2.a. Approval of Minutes

Mr. Govindji called for approval of the minutes.

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

Tina Waddell seconded the motion.

The motion passed unanimously, and the minutes were approved.

2.b. Executive Director Report

The CVB assisted 47 visitors, 126 visitor guide requests or downloads, distributed a total of 6840 visitor guides and provided goody bags for four events.

Leah reported occupancy for February was 52.3%, ADR was \$94.79. Occupancy in February 2020 was 59.9% and ADR was \$101.21.\* Source: STR

Leah reported the CVB website's key performance indicators for the month of March showed 5105 users, up 17.25% from February, 53.79% of users came from organic searches up 10.96%, 10,038 pageviews up 15%, the average session time was up 1.5 % and the bounce rate was almost even at 67.94%. The Facebook/Instagram ad campaign had 145,144 total impressions, 3168 clicks and a CTR of 2.48%. We added 50 new followers on Instagram and 63 new followers on Facebook. The weddings campaign had 1387 clicks, and a CTR of 2.90%. The Summer Fun campaign had 1781 clicks and a CTR of 2.24%.

Leah reported the overall site performance from Bound for February 16-March 15 was very strong considering February tends to be a slower month for website engagement. Pages per session increased from 2.27 to 2.49, average visit duration increased from 1:55 to 2:13 & bounce rate decreased from 58% down to 51%. There was a slight decrease in impressions on the Visitors Guide modal, but the clicks increased for a strong CTR of 8.99%. The Snowbirds Fly-In has seen incredible engagement with a CTR of 13.38%. The Weddings Guide Fly-In had another strong month with a CTR of 3.23%. Goals continue to see strong performance with a significant increase in conversion rates.

Leah reported she attended Visit NC's annual conference in Durham March 21-22. Visit NC is promoting Firsts That Last and featuring short documentaries from people about their visit to NC. Filming is back in NC and in 2021 the film industry spent approximately \$416 million and provided over 27,000 jobs. In 2022 they expect to have more film productions and exceed the 2021 numbers.

Visit NC launched North Carolina Bound, an initiative with Flip.to and it is available to all DMOs and their lodging partners.

Leah reported Mooresville Bound launched this week, the initiative with Flip.to through Visit NC. Flip.to is a marketing platform that helps inspire and win over travelers. It is also available to all hotels at no cost.

Leah reported the CVB Board and Magellan Strategy Group held the first meeting on March 24 to begin the strategic plan process. The plan should be complete by June.

Leah reported the CISC Race City Classic had 106 teams in Mooresville and an estimated economic impact of \$249,593 and estimated room demand of 186.

Leah reported the Carolina Big Bass Classic had 875 anglers and an estimated economic impact of \$226,052 and estimated room demand of 257.

Leah reported Weekend Warrior's Queen City Classic had 20 teams and an estimated economic impact of \$101,552 and estimated room demand of 88.

Leah reported Teammate Basketball's Layup at the Lake had 51 teams and an estimated economic impact of \$95,436 and estimated room demand of 34.

Leah reported the NCAAU Spring Fling had 13 teams and an estimated economic impact of \$27,550 and estimated room demand of 22.

Leah reported leads were sent out for the NCAAU Race City Classic, Carolina Girls Hoops: Spring Kickoff, Battle of the South, Queen City Explosion, Carolina Oktoberfest, and I-77 Evaluation Showcase, NCAAU State Championship, NCAAU May Tournament, NC USA Wrestling 51<sup>st</sup> Annual State Freestyle Championships

Leah reported a lead was sent out for 65-68 rooms for March- December, Monday-Sunday for a company in Elkin doing training. Company contacting the hotels directly.

Leah reported upcoming events: NCAAU Race City Classic April 2-3, Lake Norman Tennis Center Ladies Weekend April 1-3, Weekend Warrior The Nationals April 2-3, USSSA Queen City Select Super NIT April 9-10, Storm Youth Bowling Championships April 9-10, Carolina Girls Hoops Spring Explosion April 8-10, Top Gun Sports Spring Nationals April 16-17, Top Gun Sports Baseball April 23-24, GoPro Motorplex US Pro Karting Series April 28-May 1, International Senior Softball Eastern Open April 29-May 1, NCAAU Girls State Championship April 30-May 1.

## 2.c. Director of Sales Report

Cathy reported she attended the Mooresville's 150th Celebration meeting on March 3.

Cathy reported she and Leah attended the virtual Visit NC's Roadshow on March 3 showcasing points of interest in Mooresville.

Cathy reported she attended the AENC Spring Conference on March 10-11.

Cathy reported the CVB participated in the Mooresville High School Career Bridge on March 22.

Cathy reported leads were sent out for GV Connect, NCBTA Golf and National Sales Meeting.

Cathy reported she completed a Request for Information for an International Cultural event. The request wanted information on how Mooresville would handle a large cultural festival featuring suppliers from different ethnic backgrounds.

Cathy gave a presentation on Cvent's March 2022 snapshot of RFPs and trends.

#### 2.d. Financial Report

Mr. Govindji reported the CVB has \$505,613 in the bank. Total revenues to date are \$605,249 which includes receivables for January and February occupancy tax collections. Total expenditures are \$803,902 and expenditures exceeded revenue by \$198,653.

#### 2.e. Mazeppa Property

Mr. Govindji stated he needs a motion authorizing Leah Mitcham, Executive Director, to send a letter to anyone who has made, or who makes, an offer on the Mazeppa Property letting them know that the Board is waiting on the results of a strategic plan before deciding how to move forward with the property.

Mitch Abraham made the motion to authorize Leah Mitcham, the Executive Director, to send a letter to anyone who has made an offer, or who makes an offer, on the Mazeppa Property informing them the Board is waiting on the results of a strategic plan before deciding how to move forward with the property.

Tina Waddell seconded the motion.

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

The motion passed unanimously.

#### 3. The meeting adjourned at 9:30 AM. Motion by Eddie Dingler, second by Mitch Abraham.

After the meeting was adjourned, Eddie Dingler asked if the Board would listen to Brad Howard and Eric Powers' plans and why they want to purchase land.

Respectfully submitted,

Leah Mitcham  
Executive Director