

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, MAY 5, 2022
9:00 AM CIRCA 1873 AT ON THE NINES, MOORESVILLE, NC

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

Guests: Evans Ballard, Beth Compton, Karissa Young, Deanna Groeger, Chad Thomas, Debbie Furr

1. Mr. Govindji called the meeting to order at 9:14 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 April meeting be approved.

Grant Hutcheson seconded the motion.

The motion passed unanimously, and the minutes were approved.

2.b. Executive Director Report

The CVB assisted 35 visitors, 96 visitor guide requests or downloads, distributed a total of 1000 visitor guides and provided goody bags for three events.

Leah reported occupancy for March was 59.4%, ADR was \$100.73. Occupancy in March 2019 was 69.2% and ADR was \$102.69.* Source: STR

Leah reported the U.S. occupancy for March 2022 was 64%, down -6.2% from March 2019 and ADR was \$146.61, up 10.9%.

Leah reported the CVB website's key performance indicators for the month of April showed 5475 users, up 10.18% from March, 52.78% of users came from organic searches up 8.13%, 10,550 pageviews up 7.8%, the average session time was down 15% but the bounce rate was down 4.72% at 64.77% which means more people that came to the site stayed on instead of bouncing off. The Facebook/Instagram ad campaign had 170,749 total impressions, 3672 clicks and a CTR of 2.15%. We added 57 new followers on Instagram and 60 new followers on Facebook. The weddings campaign had 1436 clicks, and a CTR of 2.63%. The Summer Fun campaign had 2236 clicks and a CTR of 1.83%.

Leah reported Bound saw a slight decrease in sitewide performance during March 16th - April 15th, however overall engagement from the targeted audience remained strong with 2.44 pages per session, an average visit duration of 2:08 and the bounce rate remaining at 51%. The visitor guide modal had an increase in both impressions and clicks and a 7.31% CTR for the month. There has been incredible

engagement since updating the image for the modal late last year which helped increase the number of visitor guide downloads month over month and a strong conversion rate of 3.49%.

The Snowbirds Fly-In had another great month with 240 impressions, 31 clicks and a CTR of 12.92%. This content has never seen a CTR lower than 7.69% and engagement increased significantly after we started serving it outside of the homepage.

The Weddings Guide Fly-In had another strong month with 330 impressions, 7 clicks and a CTR of 2.12%. The CTR has consistently remained above 2% since the start of the year and we have seen a 117% increase in CTR compared to Q4 2021.

Leah reported Lazy 5 Ranch has been nominated for the USA Today's 10 Best Readers' Choice Awards for Best Safari Park. Please go online to www.10best.com/awards/travel and click on Best Safari Park category. Voting ends May 23 at Noon.

Leah reported she is working with an organization that develops interactive trip planner and branded mobile app solutions for DMOs. The platform drives visitor engagement and loyalty through features like augmented reality, gamification, proximity messaging, and kiosks for visitor centers.

Leah reported Mooresville will be featured in Visit NC's social media spotlight in May.

Leah reported she attended Visit NC's virtual co-op webinar which highlighted the advertising opportunities for FY2023.

Leah reported she is working on the FY2023 marketing plan.

Leah reported she attended a meeting with Visit Charlotte, Visit Lake Norman, Visit Gaston and Perfect Game to discuss the 2022 and 2023 seasons.

Leah reported she conducted a site visit of Mazeppa Park for SC NSA's Softball Director.

Leah reported NCAAU's Race City Classic had 43 teams, an estimated economic impact of \$138,116 and estimated room demand of 153.

Leah reported Weekend Warrior's The Nationals had 100 teams and an estimated economic impact of \$620,735 and estimated room demand of 587.

Leah reported the Storm Youth Bowling Championships had 112 bowlers, an estimated economic impact of \$61,048 and estimated room demand of 88.

Leah reported the Carolina Girls Hoops Spring Explosion had 18 teams and an estimated economic impact of \$52,190 and estimated room demand of 51.

Leah reported leads were sent out for the Atlantic 10 Baseball Championship

Leah reported upcoming events: PBA 50/60 National Tour Stop May 7-11, NCAAU Mother's Day Shootout May 7-8, PAVC Take the Lake May 21-22, AAU Recess Memorial Day Classic May 27-29, Perfect Game Carolina Select Championship May 13-15, Top Gun Sports Softball World Series May 14-15, Carpetbagger Lacrosse LKN Summer Classic May 21-22, Atlantic 10 Baseball Championship Davidson College May 24-28, Weekend Warrior's East Coast Regionals May 28-29.

2.c. Director of Sales Report

Cathy reported she toured Fields at Skycrest on April 5.

Cathy reported she attended Global Meetings Industry Day on April 6.

Cathy reported she attended the virtual multi-day Cvent Annual Conference on April 12-14.

Cathy reported she met with Stay LKN Luxury Rental Homes on April 20 to give them Visitor Guides and other brochures for their guests.

Cathy reported she greeted the Miss NC International Pageant Group on April 21 & 23.

Cathy reported leads were sent out to ABFE Women in Philanthropy, Rimini Street Sales Meeting & Pete Store Conference.

2.d. Financial Report

Deborah Hockett introduced Evans Ballard, interim Chief Financial Officer.

Deborah Hockett reported the CVB has \$659,016 in the bank. Total revenues to date are \$696,436 which includes revenue for the first 3 quarters. Total expenditures are \$873,389 and expenditures exceeded revenue by \$176,953.

2.e. FY2023 Recommended Budget

Amit Govindji presented the FY2023 recommended budget.

3. The meeting adjourned at 9:45 AM. Motion by Grant Hutcheson, second by Eddie Dingler.

Respectfully submitted,

Leah Mitcham
Executive Director