

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, JUNE 2, 2022
9:00 AM CIRCA 1873 AT ON THE NINES, MOORESVILLE, NC

Present: Chris Boukedes, Mitch Abraham, Eddie Dingler, Tina Waddell, Paul Kreins, Grant Hutcheson, Evans Ballard, Leah Mitcham

Guests: Beth Compton, Marcita Green, Karissa Young, Gayla Long, Deanna Groeger, Todd Black, Tony Bassatt

Grant Hutcheson made the motion to appoint Mitch Abraham as the Chairman for the meeting.
Eddie Dingler seconded the motion.
The motion passed unanimously.

1. Mr. Abraham called the meeting to order at 9:02 AM. A quorum was present.

2a. FY2023 Budget

Mr. Abraham opened the meeting for public comment for the FY2023 budget. There were no comments.

Mr. Abraham closed meeting.

Eddie Dingler made a motion to approve the FY2023 budget.
Grant Hutcheson seconded the motion.
The motion passed unanimously.

2b. Approval of Minutes

Mr. Abraham called for approval of the minutes.

Grant Hutcheson made a motion that the minutes from the May meeting be approved.
Tina Waddell seconded the motion.
The motion passed unanimously.

2c. Executive Director Report

The CVB assisted 53 visitors, 102 visitor guide requests or downloads, distributed a total of 235 visitor guides and provided goody bags for seven events.

Leah reported occupancy for April was 68.8%, ADR was \$106.35. Occupancy in April 2019 was 73% and ADR was \$103.01.* Source: STR

Leah reported the CVB website's key performance indicators for the month of May showed 6091 users, up 11.25% from April, 55.6% of users came from organic searches up 17.5%, 11,855 pageviews up 7.8%, the average session time was up 4.44% and the bounce rate was 64.50%, almost even with last month. The Facebook/Instagram ad campaign had 106,292 total impressions, 3214 clicks and a CTR of 3.02%. We added 64 new followers on Instagram and 68 new followers on Facebook. The weddings campaign had 1629 clicks, and a CTR of 2.92%. The Summer Fun campaign had 1585 clicks and a CTR of 3.14%.

Leah reported Bound saw a slight decrease in sitewide traffic during April 16 - May 15 but an overall increase in engagement from the targeted audience with 2.56 pages per session, an average visit duration of 2:15 and a bounce rate of 50%.

The Visitors Guide modal saw another great month with 199 impressions, 21 clicks and a large increase in CTR to 10.55%. The visitors guide download conversion rate remained strong at 2.94%

The Snowbirds Fly-In had another great month with 178 impressions, 21 clicks and a CTR of 11.80%. The content will change for the summer months but will target the same audience which should help maintain the great engagement.

The Weddings Guide Fly-In saw a decrease this month with 314 impressions, 4 clicks and a CTR of 1.27%.

Leah reported the Town was awarded a grant from the Recreational Trails Program to expand the Mazeppa bike trail. The CVB Board voted at the August 5, 2021, meeting to provide the 25% match of Fifteen Thousand Dollars (\$15,000).

Leah reported Visit NC will be here on June 9 featuring Mooresville on their Instagram Spotlight.

Leah reported NCAAU State Championship had 44 teams, an estimated economic impact of \$189,658 and estimated room demand of 246.

Leah reported ISSA Eastern Spring Nationals had 13 teams, an estimated economic impact of \$104,187 and estimated room demand of 170.

Leah reported a lead was sent for the NC National Tune Up.

Leah reported upcoming events: 3 Step Sports Carolina Shootout Lacrosse Tournament June 4-5, PBA Junior Regionals July 11-12, Teammate Basketball NC National Tune Up June 11-12, PBA Regionals June 17-19, Carolina Girls Hoops Queen City Explosion June 17-19, USTA NC 18 and Over State Championships June 16-19, Top Gun Softball Qualifier June 18-19, GoPro Motorplex STARZ Series June 24-26, Perfect Game Baseball June 25-26.

Leah presented the FY2023 marketing plan.

2d. Financial Report

Evans Ballard reported \$597,849 in the bank and revenue due from occupancy tax of \$109,512. Total assets of \$2,312,907 and total net position of \$2,291,567 as of May 31. Total revenues to date are \$806,023. Total expenditures are \$934,690 and expenditures exceeded revenue by \$128,667.

3. The meeting adjourned at 9:26 AM. Motion by Grant Hutcheson and second by Eddie Dingler.

Respectfully submitted,

Leah Mitcham
Executive Director