

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, JANUARY 5, 2023
9:00 AM - WOBBLY BUTT TAP ROOM IN VICTORY LANES MOORESVILLE, NC

Present: Grant Hutcheson, Amit Govindji, Paul Kreins, Mitch Abraham, Eddie Dingler, Evans Ballard, Katrina Frazier, Kaitlyn Caffee, Renee Hall, Cathy Carpenter, Denise Cook, Sharon Webster,
Guest: Chad Thomas

1. Mr. Hutcheson called the meeting to order at 9:10 AM. A quorum was present.

2a. Approval of Minutes

Mr. Hutcheson called for approval of the minutes.

Eddie Dingler made a motion that the minutes from the November meeting be approved.
Mitch Abraham seconded the motion.
The motion passed unanimously, and the minutes were approved.

2b. Director of Sales Report

Cathy Carpenter reported the following:

OCC – 56.4

STLY – 56.6 Basically flat for this time period

YTD – 60.6

Running 12 59.2 Basically flat to the STLY

ADR - \$105.45

\$5.68 over LY

YTD \$105.00

Running 12 \$104.28

LEADS for NOVEMBER AND DECEMBER: Perfect Game, Martin Johnson Wedding, Insider Exposure/Independence School Ntl. Championship, Medtronic, Inc. Carolinas District Meeting, Kroger Corp., Charlotte Independence Soccer Club/Race City Classic, Charlotte Independence Soccer Club/Independence Cup, Charlotte Independence Soccer Club/Fall Classic Boys, Charlotte Independence Soccer Club/Fall Class Girls, Charlotte Independence Soccer/Smoothie King, The Conference Board Sustainability 1, The Conference Board Sustainability 2, Top Gun Sports/Fight Like A Girl, Top Gun Sports/Halloween Havoc #2, Top Gun Sports/Southeastern World Series, Andes Maus Wedding, Queen City Kayak Bass Fishing

SALES:

Attended and assisted in planning the NCBTA Annual Gala

80 attendees

HGI & Aloft Sales Directors attended representing Mooresville Hotels

AENC Annual Trade Show, largest meeting planner show of the year

229 Registered Attendees (not all attended)

Mooresville Booth had approximately 100 engaged planners

Winners of our prizes coupled with PAC/Mooresville Arts to be announced

GA CVB Sales Symposium – formerly hosted by STS

13 states represented

Reports from:

Huddle up Group on SPORTS

STR National Data

ALL ON A FLASH DRIVE FOR EACH ATTENDEE

Meeting Planner Panel – organized by Cathy Carpenter

Topics to include what the planners look for in new smaller markets and what makes them BUY

YOUR LOCATION

Cvent Update – See attached sheet**2c. Financial Report**

Evans Ballard reported \$524,459 in the bank. Total assets are \$2,502,946 and total net position is \$2,431,736 as of December 31. Total revenues are \$664,087, total expenditures are \$643,145. Fund balances ending are \$875,249.

Evans Ballard suggested the MCVB Board hold off-site annual planning retreats this spring to review strategy/marketing.

Evans Ballard asked if he should attend the MCVB Board Closed Sessions going forward. Amit Govindji stated there shouldn't be any reason he should step out. Mr. Hutcheson stated if something comes up, we will get clarification.

2d. New Business:

Denise Cook asked the Board what the timeline is to fill the Executive Director's position. How are we advertising?

Mr. Hutcheson stated we have no timeline yet. He will inform us as soon as it becomes clear of the process that we are taking to fill this position and how we will advertise.

Mr. Hutcheson stated we have RFPs out right now for the marketing & branding firms. Also, an RFP is out for an auditing firm. A new auditor will be in place by July 1, 2023.

2e. Old Business:

There was no old business.

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

Amit Govindji made the motion to go into a closed session.

Mitch Abraham seconded the motion.

The motion passed unanimously.

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

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

3. The meeting adjourned at 10:24 AM. Motion by Eddie Dingler. Mitch Abraham seconded the motion.

Respectfully submitted,

Grant Hutcheson
Chairman of the Board