

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, FEBRUARY 2, 2023
9:00 AM – HILTON GARDEN INN, MOORESVILLE, NC

Present: Grant Hutcheson, Amit Govindji, Paul Kreins, Eddie Dingler, Evans Ballard, Renee Hall, Cathy Carpenter, Denise Cook, Sharon Webster

Guest: Renee Hikes, Karissa Young, Nico Kitoko, Angie Patel, Christine Patterson, Cindy Sutton, Bill Lyons

1. Mr. Hutcheson called the meeting to order at 9:17 AM. A quorum was present.

2a. Approval of Minutes

Mr. Hutcheson called for approval of the minutes.

Amit Govindji made a motion that the minutes from the January meeting be approved.

Eddie Dingler seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b. Director of Sales Report

Cathy Carpenter reported the following:

OCC:	48.0	YTD:	44.2
OCC YTD:	2022	59.5	
	2021	50.1	
	2020	37.5	
	2019	64.3	
	2018	66.5	
	2017	66.1	
	2016	70.3	
ADR:	\$98.09	YTD:	\$104.53
RevPAR:	\$47.06	YTD:	\$62.24

Cathy reported her interim duties in the last 30 days were fielding a myriad of calls, distributing emails, attending Zoom Meetings, and continuing to work on committees for associations that we want to continue with.

Cathy reported she updated her 30/60/90 Action Plan and will email a copy to the Mooresville Travel & Tourism Authority Board.

Cathy reported she attended an MPI Board Meeting.

Cathy reported she attended the NCTIA meeting in Charlotte.

Cathy reported she attended HopApp Meetings. HopApp and My City.Local are merging for broader coverage. This is pertaining to our ale trail promotion.

Cathy reported she joined the Small Market Meeting Conference Call.

Cathy reported she joined LKN Patient Guide Conference Call.

Cathy reported she attended a meeting with Charlotte Special Events.

Cathy reported she distributed Brew Tour posters.

Cathy reported she attended a meeting with Iredell Co. Economic Development Council (lost business report for market assessment/hotel project).

Cathy reported she attended an NCBTA Membership Meeting and rolled off the Board.

Cathy reported she attended a CRVA Partners in Tourism Breakfast.

Cathy reported she attended the AENC Legislative Reception to assist with checking in approximately 500 guests.

Cathy joined a sales call re. medical companies (corporate business travel and group meetings) coming to the Region.

Cathy assisted with a student group tour. Apprentice Academy High School from Monroe toured NASCAR Technical Institute.

Denise Cook reported leads were sent out for Weekend Warriors Queen City Classic, Weekend Warriors The Nationals, Weekend Warriors Youth Flag Football, AAU Select Tour Invitational.

2c. Financial Report

Evans Ballard reported \$466,350 in the bank. Total assets are \$2,524,948 and total net position is \$2,453,561 as of January 31. Total revenues are \$747,565, total expenditures are \$704,797. Fund balances ending are \$897,075.

Evans stated RFPs were sent to 8 auditing firms that had CVB experience. The response is due by February 13, 2023.

2d. New Business:

Mooreville 150th Anniversary: Christine Patterson, Arts & Events Manager, Charles Mack Citizen Center, spoke about Mooreville celebrating our Sesquicentennial with more than 150 fun things to do in Mooreville throughout the year.

Visit Statesville: Cindy Sutton, Acting Executive Director, Visit Statesville, talked about how Statesville and Mooreville can grow in partnership. What are ways to work with each other and support each other? Two upcoming events are NC Main Street Conference on March 14, 2023, and Visit NC Tourism Conference on April 13, 2023. Both events are at the Statesville Civic Center.

Mazeppa Property: Bill Lyons spoke about his continued interest in leasing or purchasing a piece of Mazeppa property for a recreational area that encompasses pickleball, cornhole, gellyball, paintball, disc golf, and drone racing.

2e. Old Business

There was no old business.

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

Mr. Hutcheson made the motion to go into closed session.

Amit Govindji 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. Adjournment

The meeting adjourned at 11:16 AM. Motion by Amit Govindji. Eddie Dingler seconded the motion.

Respectfully submitted,

Grant Hutcheson
Chairman of the Board