

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, MARCH 2, 2023
12:00 PM – EPIC CHOPHOUSE, MOORESVILLE, NC

Present: Grant Hutcheson, Amit Govindji, Paul Kreins, Tina Waddell, Mitch Abraham, Evans Ballard, Denise Cook, Sharon Webster

Guest: Mayor Miles Atkins, Kim Atkins, Renee Hall, Debbie Furr, Christine Patterson, Karissa Young, Katrina Frazier, Kaitlyn Caffee, Jenn Bosser, Bill Lyons, Amanda Boan, Matt Maynard

1. Mr. Hutcheson called the meeting to order at 12:45 PM. 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 February meeting be approved.

Paul Kreins seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b. Chairman of the Board Report

Mr. Hutcheson stated ADR was up in 2023 by \$11.00 from \$92.37 in 2022. Occupancy up 6%. Weekends up 5%.

Airbnb Report: There are 345 active rentals in Mooresville (92% homes & 8% rooms). The average rate is \$445. The average occupancy is 60%.

Mr. Hutcheson stated he canceled all billboards except for one that ends on July 31, 2023.

Mr. Hutcheson stated we will continue the "Give Back To Hotels" promotion and code to FAM Tours/Site Inspections. We may need to adjust line items in the budget.

2c. LEADS Report

Denise Cook reported dates were sent to the hoteliers for 2023 Top Gun Tournaments and GoPro Karting Challenge Races.

2d. Financial Report

Evans Ballard reported total current assets are \$887,993. Total current liabilities are \$52,138 and total net position is \$2,447,821 as of February 28, 2023. Under actuals, total revenues are \$814,773, total expenditures are \$777,744. Fund balances ending are \$891,336.

Evans Ballard stated 2 RFPs were received for the CVB Auditor, Potter & Co. at \$11,000 and Eddie Carrick, CPA at \$4,000 for 1-year term. Amit made a motion to approve Eddie Carrick, CPA. Paul Kreins seconded the motion. The motion passed unanimously.

2e. Mazeppa Property

Bill Lyons gave a presentation about purchasing a piece of Mazeppa Property.

2f. New Business:

Iredell County Economic Development Corporation: Jenn Bosser spoke about Economic Development and stated there was an article in Charlotte Business Journal that Iredell County was #1 in the region for economic growth and #6 in the state.

Mooresville 150th Anniversary: Mayor Atkins, Kim Atkins, and Christine Patterson spoke about Mooresville celebrating our Sesquicentennial with more than 150 fun things to do in Mooresville throughout the year.

2g. Old Business

There was no old business.

3. Adjournment

The meeting adjourned at 1:46 PM. Motion by Amit Govindji. Tina Waddell seconded the motion.

Respectfully submitted,

Grant Hutcheson
Chairman of the Board