

**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, MAY 4, 2023**  
**9:00 AM – HILTON GARDEN INN, MOORESVILLE, NC**

Present: Grant Hutcheson, Mitch Abraham, Amit Govindji, Eddie Dingler, Tina Waddell, Evans Ballard, Chris Quinn, Christine Patterson, Denise Cook, Sharon Webster

Guest: Renee Hall, Bill Lyons, Alyssa Anderson, Amy Sherrill, Sandy Buck, Tony Bassat

1. Mr. Hutcheson called the meeting to order at 9:11 AM. A quorum was present.

2a. Approval of Minutes

Mr. Hutcheson called for approval of the minutes.

Tina Waddell made a motion that the minutes from the April meeting be approved.

Christine Patterson seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b. Chairman of the Board Report

Mr. Hutcheson stated Chris Boukedes stepped down from the Mooresville Travel and Tourism Authority Board and introduced Christine Patterson, Arts & Events Manager at Charles Mack Citizen Center & Performance Arts Center. Christine will take Chris' place for the time being.

From a hotel industry standpoint, March ended well for most of us. Per CRVA monthly report, Charlotte's market is struggling compared to the national market demand down 1.7%. This is a 3% decrease from last year. In February 2023 we saw a 7.5% decrease in our ADR of \$124.48. It's higher than January but still trailing behind 2022. March ended up well. April is going to plateau out. Now it's going to be more about maintaining what we have.

2c. LEADS Report

Denise Cook reported the following LEADS for the month of April: 150<sup>th</sup> Craig Morgan Concert, NC AAU State Championship 2023, International Senior Softball Association Eastern Spring Nationals 2023, NC Nationals Tune Up 2023, Lake Norman Summer Classic 2023, NXT Sports Carolina Shootout 2023, PBA Junior Regional 2023, PBA South Regional Event 2023.

2d. Financial Report

Chris Quinn stated our Balance Sheet looks great and exceeded our revenue budget so far for the year. Expenses are right where we expect them to be. Overall, everything continues to look solid.

2e. Mazeppa Property

Mr. Hutcheson stated we received 2 contracts. To be discussed in a closed session.

2f. Marketing & Social Media

Mr. Hutcheson stated after looking at the Marketing Branding RFPs received, it is a large financial commitment. Until we figure out what the future is for our executive director and where we are going from a leadership standpoint, we need to put this on the back burner and find someone to handle our marketing/social media side only.

Mr. Hutcheson found a company to take over our website at \$200 per (month month-to-month contract).

2g. Langtree Lease

Mr. Hutcheson stated our lease ended in April 2023. We are currently paying \$5,669.03 a month and still negotiating for a lower monthly payment.

2h. New Business

There was no new business.

2i. Old Business

There was no old business.

3. Closed Session

4. Adjournment

The meeting adjourned to go into closed session at 9:51 AM. Motion by Eddie Dingler. Tina Waddell seconded the motion.

Respectfully submitted,

Grant Hutcheson  
Chairman of the Board