

**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, JUNE 1, 2023**  
**12:00 PM – CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC**

Present: Grant Hutcheson, Mitch Abraham, Eddie Dingle, Chris Quinn, Paul Kreins, Christine Patterson, Denise Cook

Guest: Renee Hall, Deanna Grover, Addi Martin, Chad Thomas, Pam Reidy, Randy Hemann, Evans Ballard, MJ Benjoseph, Bill Lyons

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.

Mitch Abraham made a motion that the minutes from the May meeting be approved.

Eddie Dingle seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b. Chairman of the Board Report

Mr. Hutcheson

Mr. Hutcheson stated April performed weakly per the STR Report. We saw a 9% decrease in our occupancy year over year. ADR was down \$1.06 over last year's April which brought our RevPar down \$7.50. As far as 2023 goes, we are still up 2.7% in occupancy and \$7 in ADR. We made up for what we lost in April. July is going to plateau out.

Mr. Hutcheson stated there's a Sneaker Expo in Charlotte the first weekend in June, a Heroes Convention in Charlotte on June 16-18, 2023, a Lacrosse World Series Championship in Matthews at the end of the month, and Taste of Charlotte Festival on June 9-11, 2023. These events may bring a lot of compressions into our market that might affect the occupancy of our hotels.

2c. LEADS Report

Denise Cook reported the following LEADS for the month of May: NC AAU Boys/Girls State Championship, Lake Norman Tournament II, Arney Newell Wedding, PBA50 South Regional, Trackhouse Motorplex Karting Challenge, Mason Tschirky Wedding.

## 2d. Financial Report

Chris Quinn reported the revenues continue to be ahead of the original budget of about \$200,000. It looks like we will receive \$112,000 in the 4<sup>th</sup> quarter. It looks like we are going to exceed the revenue budget by \$400,000. The expense budget is right where we expected it to be. No issue there.

Mr. Hutcheson stated we are currently getting 4.99% interest on our money market, a good Rate of Return. After evaluating the money market, there are no plans for investing in CDs or anything else at this time.

## 2e. FY2023/24 Proposed Budget

Mr. Hutcheson stated our projected budget totals \$1,100,000.00. Salaries remain the same considering open ED and/or DOS positions. Legal increased due to land sale and what we have experienced so far. Operations remain the same. Marketing & Promotions remain the same. Added Investment. Walk of Fame – increased because of the ceremony/event of the NC Auto Music Hall of Fame

Christine Patterson stated as part of the 150<sup>th</sup> Anniversary we added NC Auto Music Hall of Fame. The 2 new inductees are Roger Penske and Edsel Ford. CVB is the sponsor for the induction ceremony portion of that event. Mooresville Ford is the sponsor of the Mooresville motorsports section of the event. This is the street fair and Diamond Rio is the act. It's an actual motorsport festival. There will be a formal plated dinner instead of a buffet style.

Eddie Dinger made a motion that the FY2023/24 budget be approved.

Mitch Abraham seconded the motion.

The motion passed unanimously, and the budget was approved.

## 2f. Mazeppa Property

Bill Lyons stated he foresees closing on this property on or before October 1, 2023. Encourage everyone to start marketing advertising. There are no unforeseen problems anywhere.

## 2g. Marketing & Social Media

MJ Benjoseph, 365 Degree Total Marketing, reported they have worked with Chambers, Economic Developments, Municipalities, and CVBs for 30 years. We have the publication side responsible for Visitor Guides and brochures. Also, we have the entire in-house digital marketing team who strategizes and builds a calendar with timelines, hashtags, ideal audiences, influencers to interview, etc. We are in the 6-month planning cycle of how to start putting things in placement for Mooresville with photography, very consistent awareness, and branding. And more messaging about what's taking place in Mooresville and spreading that word.

Also, we are doing a digital monthly newsletter. We will bring writers and photographers into Mooresville to capture a lot of information. Officially on June 1, we transferred the CVB website to 365 Degree Total Marketing platform. We will rebrand at some point in the future.

## 2h. Langtree Lease

Mr. Hutcheson stated our office lease ended in April 2023. We are currently paying \$5,669.03 a month and still negotiating a monthly payment. Mr. Hutcheson will talk with RL West to renew for 3 years.

2i. New Business

Mr. Hutcheson stated there is currently an effort by the Iredell County Chamber and the Town of Troutman to build an agricultural arena in Troutman. Some of the efforts include taking the occupancy tax from all the Airbnbs and the unincorporated areas. There seems to be a push to bring Statesville & Mooresville into this umbrella and go up to the 6% occupancy tax and take 3% for the county and 3% goes to the town. We can go up to 6% in occupancy tax ourselves under the legislation. It may be time to go up that 2%.

Mitch Abraham is opposed to doing one Iredell Co. CVB. It must go through legislation and the state senate, and it could take years. Mooresville/South Iredell is its own entity.

Mr. Hutcheson opposes dissolving a CVB and becoming a county-wide CVB. Statesville has its assets and Mooresville has its assets. From an advertising marketing and strategy standpoint, I think it's best to stay separate.

Christine Pattern suggested getting more hoteliers' input on the 2% occupancy tax increase.

Christine Patterson requested to put a strategic plan together. The goal is to get everyone in the room to speak the same language.

Paul Kreins talked about the United States Bowling Congress (USBC) is thinking about moving their Women's Open Championship 2025 to Mooresville. The event is a 90-day consecutive event (end of June to the first of July, 2025), 20 thousand bowlers to the community, 60 thousand hotel room nights (400 rooms per night), \$25 million economic impact. Do we want to explore? They are asking for \$1 million in subsidies. Possibly, we ask for support from the Town. Paul will schedule a call with USBC and Mooresville CVB Board to discuss this.

2j. Old Business

There was no old business.

3. Adjournment

The meeting adjourned at 1:50 PM. Motion by Christine Patterson. Eddie Dingler seconded the motion.

Respectfully submitted,

*Grant Hutcheson*

Grant Hutcheson  
Chairman of the Board