

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, AUGUST 3, 2023
12:00 PM – CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

Present: Grant Hutcheson, Eddie Dingler, Chris Quinn, Paul Kreins, Christine Patterson, Tina Waddell, Andrew Mills, Denise Cook, Sharon Webster

Guest: Renee Hall, Deanna Grover, Evans Ballard, MJ Benjoseph, Bill Lyons, Chad Metzler, Tony Bassatt, Debbie Furr, Katrina Frazier, Alex Thomford, Todd Black, Sherisha Hills

1. Mr. Hutcheson called the meeting to order at 12:28 PM. 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 June meeting be approved.

Eddie Dingler seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b. Chairman of the Board Report

Mr. Hutcheson asked the Board members to introduce themselves. New members effective July 1, 2023, are Andrew Mills, General Manager at TownePlace Suites by Marriott, and Michael Gander at Carter Bank & Trust.

Each board member received a folder consisting of Bylaws of the Mooresville Travel and Tourism Authority, Financials/July 31, 2023, Guidelines for Occupancy Tax Legislation, General Assembly of North Carolina Session 1991, 1999 & 2021, and Strategic Tourism Plan.

The Mooresville CVB Five-Year Strategic Tourism Plan was created on June 14, 2022, and needs to be updated. Christine Patterson stated we will host a Stakeholder Market Meeting at the end of September inviting Economic Partners, EDC, Chamber, MDC, local schools, and local businesses to discuss what Mooresville really is, what are our assets, what we want to market, how to market our community, what to focus on, how to move forward. We want to develop a cohesive message that we are all speaking the same language to help in handling our website to help attract tourism. Options that fit our needs to lead our Stakeholder Meeting are Clarity of Place and JLL. The board will review and decide what direction to take at the next board meeting on September 7, 2023.

Mr. Hutcheson stated from June into July 2023 there is a 3.1% decrease in demand year over year. Occupancy decreased 1.6%. Strong ADR holding 12% year over year. The busier season is coming up with sports and weddings.

Mr. Hutcheson stated we are running a contest in Our State magazine. We are giving away a 2-day weekend VIP package to Bands/Brews & BBQ on September 16, 2023. The winners will receive the best seats in the house, a hotel stay, and 2 gift cards for dinner.

Mr. Hutcheson stated we are building a database to help us communicate what Mooresville has to offer, and everything going on or coming up. A big part of our mission is to create a cohesive message for all.

Mr. Hutcheson stated we hired Carolina Foodie - Facebook to do 2 videos filming some of our restaurants and the downtown area.

Mr. Hutcheson stated we continue the monthly "Give Back to Hotel" program. This is a unique way for our hotel managers to give back to their staff to get the experience of our restaurants and attractions to share with hotel guests.

2c. LEADS Report by Denise Cook

Denise reported the following LEADS for the month of June/July: Queen City Kayak, Arney Newell Wedding, Weekend Warriors Tournament Series, Carolina Girls Hoops Report and Band, Brews & BBQ Festival.

2d. Financial Report by Chris Quinn

The overall tax collections were up 49% over the budget for the year. Expenses came in a little less than the budget. It looks like we are going to exceed the revenue budget by \$440,000. Great year. Everything is good.

2e. Mazeppa Property update by Bill Lyons

Bill stated the closing date is not confirmed at this time. The 49-acre sporting field will consist of pickleball courts, paintball, jelly ball, disc golf, corn hole, drone racing, a clubhouse with a deck, public restrooms, sites for food trucks, a maintenance area, event parking, and mini storage units. We have found no problems with the title search or with the county. We think there will be no problems with the town of Mooresville. Due diligence ends September 2, 2023. The construction will be ready to go between now and May 3, 2024. A soft opening is April 1, 2024.

2f. Marketing & Social Media by MJ Benjoseph

MJ stated that 365 Degree Total Marketing has officially launched 2 newsletters to approximately 3,800 emails. The engagement was worth it with a 5.8% click-through rate for July's newsletter and 3.% click-through rate for the recent newsletter. We are piggybacking from what Mooresville is doing with events and influencers. Resharing Carolina Foodie Facebook filming. A photographer came to Mooresville on July 28, 2023, and filmed different areas in Mooresville.

2g. Mooresville 150th Anniversary by Christine Patterson

Christine went over the major events this year. Past events were the Kick-off Fireworks Spectacular, Birthday Festival, Liberty Park Reimagined, and Stars & Stripes on Main Parade. Future events are Bands, Brews, & BBQ Festival, Mooresville Motorsports Celebration, NC Music Hall of Fame, and A Classic Christmas in Mooresville. There are 150 fun things to do this sesquicentennial year.

2h. Fox Soccer Academy by Chad Metzler

Chad introduced himself. Fox Soccer Academy is a new year-round elite soccer program based in Mooresville, NC. The co-founder is Christian Fuchs a businessman and professional soccer player who played during his entire career in Europe and is now the assistant coach of MLS club Charlotte FC. This program offers opportunities for young players as we provide unparalleled coaching and training. We are hosting events in the future and asking for Mooresville facilities and sponsorship.

2i. New Business

Mr. Hutcheson gave an update on the Executive Director search. We had one main interview with the committee. Two more interviews are scheduled in the middle of August. Possibly, we can narrow it down and bring a candidate to the next Board Meeting.

Mr. Hutcheson asked if hoteliers needed any more Mooresville 150th Anniversary coloring books. Possibly, we can pass out to daycares, hospitals, etc., and do a city-wide coloring contest.

2j. Old Business

There was no old business.

3. Adjournment

The meeting adjourned at 1:36 PM. Motion by Tina Waddell. Christine Patterson seconded the motion.

Respectfully submitted,

Grant Hutcheson/sw

Grant Hutcheson
Chairman of the Board