

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, SEPTEMBER 7, 2023
9:00 AM – HILTON GARDEN INN, MOORESVILLE, NC

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

Guest: Renee Hall, Debbie Furr, Renee Hikes, Angie Patel, Michelle Stone, Jenn Bosser, Kim Atkins, Shannon Petersen, Genevieve Glaser, Sandy Buck, Pam Reidy, Sherisha Hill, Carey Austin, Evans Ballard, David Whitaker, Tony Bassatt, Bill Lyons

1. Mr. Hutcheson called the meeting to order at 9:10 AM. A quorum was present.

2a. Approval of Minutes

Mr. Hutcheson called for approval of the minutes.

Eddie Dingler made a motion that the minutes from the August meeting be approved.

Andrew Mills seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b. Annual Ethics Training for Travel & Tourism Board

Genevieve Glaser, Town Clerk, talked about Open Meetings Law and Public Records/Notice Requirements, Agendas, Meeting Minute/Meetings and Decorum

Carey Austin, Assistant Town Attorney, talked about Conflicts of Interest/Gifts/Political Endorsements

David Whitaker, Purchasing Manager, talked about Procurement Law in North Carolina/Obtaining Multiple Quotes for Products and Services/P-Card Use, Travel, Alcohol, and Detailed Receipts

2c. Chairman of the Board Report

Mr. Hutcheson reported year over year our occupancy tax is down 2.1%. ADR is up \$2.50. RevPar is positive .4.

Mr. Hutcheson stated he is attending two conferences:

S.P.O.R.T.S. – The Relationship Conference in Southbend, Indiana on September 11-14, 2023. This event is designed to bring together the nation's top sports event owners and rights holders. It's the sports industry's #1 conference for busy event planners who are looking for a one-stop-booking experience for their events and competitions. Pam Reidy revamped Parks & Recreation flyer/brochure to take to the event.

TEAMS Tradeshow in West Palm Beach, Florida on October 2-5, 2023. TEAMS attracts more than 1,000 attendees including CEOs, executive directors, and event managers from sports organizations as well as representatives from sports commissions and convention bureaus, corporate sponsors, event suppliers, and other hospitality industry opinion leaders. For more than 20 years, TEAMS has helped define the sports event and appointment-based trade show industries.

Mr. Hutcheson stated due to his travel schedule, he has a conflict with the date of our next board meeting. Mr. Hutcheson asked if anyone had opposition to moving our meeting from October 5 to October 12.

Tina Waddell made a motion to move the board meeting from October 5 to October 12, 2023. Christine Patterson seconded the motion. The motion passed unanimously.

Christine Patterson gave a briefing on Mooresville's 150th Anniversary. The next event is the Bands, Brews & BBQ Festival on September 16, 2023. Mooresville Motorsports Celebration is on October 3, 2023. NC Music Hall of Fame Induction Ceremony is on October 19, 2023. Classic Christmas in Mooresville is on December 9, 2023.

Christine Patterson reported Clarity of Place 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 our assets are, what we want to market, how to market our community, what to focus on, how to move forward.

Christine Patterson made a motion for Clarity of Place to update our Strategic Tourism Plan. Tina Waddell seconded the motion. The motion passed unanimously.

Mr. Hutcheson reported the winner of our Our State magazine contest is a teacher/football coach from Winston-Salem. They received a 2-day weekend VIP package to Bands/Brews & BBQ on September 16, 2023, the best seats in the house, a hotel stay, and 2 gift cards for dinner.

Mr. Hutcheson reported he attended the NC Travel & Tourism Coalition Meeting on August 23, 2023.

2d. LEADS Report by Denise Cook

Denise reported the following LEADS for the month of August: Mooresville Motorsports Celebration, NC Music Hall of Fame Induction, NSA Halloween Havoc 2023 softball tournament.

2e. Financial Report by Chris Quinn

Chris reported we are beginning a new fiscal year and waiting for the FY2023 Auditor Report.

2f. New Business

There was no new business.

2g. Old Business

There was no old business.

3. Adjournment

The meeting adjourned at 10:17 AM. Motion by Tina Waddell. Eddie Dingler seconded the motion.

Respectfully submitted,

Grant Hutcheson/sw

Grant Hutcheson
Chairman of the Board