



MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, OCTOBER 12, 2023
9:00 AM – HILTON GARDEN INN, MOORESVILLE, NC

Present: Grant Hutcheson, Chris Quinn, Paul Kreins, Christine Patterson, Andrew Mills, Michael Gander, Sharon Webster

Guest: Renee Hall, Bill Lyons, MJ Benjoseph, Terrell Chestnut

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.

Andrew Mills made a motion that the minutes from the September 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 introduced our new Board Member, Michael Gander from Carter Bank & Trust.

Mr. Hutcheson stated that he requested to add 7 regions to our monthly STR Report.

Mr. Hutcheson stated he attended two different events for sports tourism:

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. Mr. Hutcheson passed out updated Parks & Recreation flyer/brochure at this 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.

Mr. Hutcheson stated at the TEAMS Tradeshow he picked up two fishing tournaments and had an

inquiry about sponsoring a fishing tv show on Lake Norman. Mr. Hutcheson feels there is some lack of material for recreation sports on Lake Norman and should we provide more fishing content on Lake Norman.

Christine Patterson stated we could do a better job promoting activities on Lake Norman with a lack of public beach access. There is value in looking at video marketing.

Mr. Hutcheson stated Iredell County is pushing to start collecting 6% occupancy tax on all AirDNA rentals which will also create the TTA with the county and Troutman. The majority of this is to fund the agricultural arena they want to build in Troutman.

MJ Benjoseph, 365 Degree Total Marketing, reported they continue with social media campaign "More To See. More To Do. Mooresville." Trackhouse Motorplex and Richards Coffee Shop were the two highest performing posts of last month. They continue to see increases in engagement, continuity & consistency.

A team of 3 photographers shot all new photography in Mooresville for 2024 i.e. Ale Trail, Lake Norman, fishing, weddings, Carrigan farms at no additional charge to CVB.

365 Degree Total Marketing looked at the prior contract that CVB had with Crowdriff (a visual content platform) and were able to negotiate using their generated content and save the CVB \$2,000 annually.

365 Degree Total Marketing is looking into a Visit Charlotte/Stay Mooresville campaign. We are looking at the analytics and will be talking more with Mr. Hutcheson and Christine Patterson.

Mr. Hutcheson stated CVB sponsored a 2-page ad in Our Magazine. Every board member received a copy of the magazine. We got over 3,000 responses to our contest we ran in this magazine.

Bill Lyons gave us an update on the property at Mazeppa. He received the final construction drawing and is confident closing will be on December 15 and ground breaking on December 16, we hope. Moving forward.

Christine Patterson talked about the Stakeholder Meeting at Charles Mack Citizen Center last month. The current strategic plan needs updated to make sure the content is relevant as possible to what we are dealing with right now. Goals to accomplish from this meeting are new marketing with Mooresville, optimize Lake Norman as an asset in Mooresville, sport teams, shuttle service, partnerships, packages. The next step is to deliver a Stakeholder survey and get feedback. What is the implementation plan to help us and hold us accountable in reaching these goals we set for Mooresville. Hopefully, there will be another update at the next board meeting.

Christine Patterson commented she will start sharing a Charles Mack Citizen data report monthly. The marketing that CMCC is doing also impacts CVB. The venue itself is running about 50% occupancy. Seeing more trade show groups, card shows, etc.

2c. Financial Report by Chris Quinn

Chris stated we are 3 months into our fiscal year. Revenues are strong. We are doing good.

Chris reported we wrapped up Audit FY2023 ending June 30. Two administrative comments from auditor:

The state has a specific format that they like to have the budget approved in and the Town of

Mooreville uses that format. It doesn't change the budget; it just follows the state requirements. Mr. Hutcheson is waiting for a copy of the budget in new format and will present it before the board for re-approval at the next board meeting on November 2, 2023. It's the same budget but in a different format.

In the Financial Statement, our budget to actual variances are tracked on a functional basis (personnel, marketing, operating). If we are over in one of those areas it is considered a budget violation by the state, even though we are fine for the total budget. To avoid future violations, we don't need those categories. We are looking at becoming compliant with the whole budget not individual parts of it.

The audit has been submitted to the state and is awaiting approval.

2d. New Business

Sharon Webster inquired about a holiday gathering for hoteliers. A decision was made to have a gathering on December 7, 2023. Sharon sent a save the date email to hoteliers and CVB board members. Decision is in the makings for attendees, venue, lunch, dinner, and a promotional item. Christine Patterson mentioned Miracle on Main. Do we invite attractions. What approach do we use. Put together an itinerary.

2e. Old Business

There was no old business.

3. Adjournment

The meeting adjourned at 10:08 AM. Motion by Christine Patterson. Andrew Mills seconded the motion.

Respectfully submitted,

Grant Hutcheson/sw

Grant Hutcheson
Chairman of the Board