



MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, NOVEMBER 2, 2023
9:00 AM – WOBBLY BUTT TAPROOM & EATERY IN VICTORY LANES

Present: Grant Hutcheson, Michael Gander, Chris Quinn, Paul Kreins, Christine Patterson, Denise Cook, Sharon Webster

Guest: Pam Reidy, Evans Ballard, MJ Benjoseph, Bill Lyons, Claire Connelly, Terrell Chestnutt, Chad Thomas

1. Mr. Hutcheson called the meeting to order at 9:16 AM. A quorum was present.

2a. Approval of Minutes

Mr. Hutcheson called for approval of the minutes.

Michael Gander made a motion that the minutes from the October 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 reported occupancy tax increased by 6% from last year. ADR is up 3%.

Mr. Hutcheson conversed on the CRVA Report.

Mr. Hutcheon reported Mooresville's 3rd quarter occupancy tax received and totaled \$357,565.

Mr. Hutcheson reported Iredell County passed county-wide TDA which will create a 6% occupancy tax on all the unincorporated areas and short-term rental markets outside the towns of Mooresville, Statesville & Troutman. This is controlled by the County. The funding will promote tourism outside of this area. There are 400+ AirBNBs and Vrbos in this area, which is a big part of our market.

Mr. Hutcheson stated interviews continue for the CVB Executive Director position. The job description has been redefined. Hopefully, a candidate will be hired by our next board meeting in January.

Mr. Hutcheson stated the CVB will give gifts (blankets) to each employee at all 16 hotels. The Christmas Party is still in the works.

Christine Patterson stated we continue to get "Visit Mooresville" out there and build the brand.

Christine Patterson stated our new marketing team, 365° Total Marketing, monthly newsletter is going well.

Christine Patterson reported that CVB partnered with the NC Auto Racing Hall of Fame Induction Ceremony on October 3, 2023. Over 700,000 people were in attendance. Also, this brought us national exposure in Forbes magazine.

Christine Patterson stated that CVB partnered with the NC Music Hall of Fame Induction Ceremony on October 19, 2023, and this brought us national exposure in Complex magazine.

Christine Patterson reported Charles Mack Citizen Center (CMCC) had 52% occupancy in September 2023. 10,000 people entered the doors of CMCC in September 2023. CMCC hosted over 46 events in October 2023. There were 6 theater productions at CMCC in October 2023.

MJ Benjoseph, 365° Total Marketing, reported there were 6,100 recipients of our newsletter last month and 23.6% opened the newsletter. Social media averaged 2.28 clicks per link. The two highest performing posts of last month were Mooresville Ice-cream with 657,000 engagements and Festival of Food Trucks with a 1.46% click-through rate.

MJ Benjoseph reported they did a sizzle reel promotional video at NC Music Hall of Fame.

Bill Lyons gave us an update on the property at Mazeppa. Closing is scheduled on December 15, 2023, and groundbreaking on December 18, 2023.

Pam Reidy thanked CVB for our interest and participation in Mooresville Motorsports and NC Hall of Fame Induction. It is important to have this relationship.

Pam Reidy reported that Ryan Hagar replaced Tim Sullivan, Athletic Manager & liaison with Parks and Rec.

2c. LEADS Report by Denise Cook

Denise reported the following LEADS for September: IAME USA Grand National Championship 2023

2d. Financial Report by Chris Quinn

Chris reported revenues are doing great. Revenues and expenditures are where we expected to be in the budget. Everything looks great and strong.

Chris reported the Visit Mooresville Audit FY2023 was completed. The Budget Ordinance format used for the Board to approve the FY24 Budget was not in the format required by the State. They have a specific format to use for approving our budget. It doesn't change the budget; it just follows the state requirements.

Mr. Hutcheson presented the new format to the Board to re-adopt the budget.

Christine Patterson made a motion to approve the new format of the re-adopted budget.

Paul Kreins seconded the motion.

The motion passed unanimously, and the minutes were approved.

2e. New Business

There was no new business.

2f. Old Business

There was no old business.

3. Adjournment

The meeting adjourned at 9:43 AM. Motioned by Christine Patterson. Paul Kreins seconded the motion.

Respectfully submitted,

Grant Hutcheson/sw

Grant Hutcheson
Chairman of the Board