

**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, JANUARY 4, 2024**  
**9:00 AM – HILTON GARDEN INN in MOORESVILLE**

Present: Grant Hutcheson, Michael Gander, Chris Quinn, Christine Patterson, Andrew Mills, Eddie Dingler, Sharon Webster

Guest: Randy DuTeau, Pam Reidy, MJ Benjoseph, Bill Lyons, Terrell Chestnutt, Brad Howard, Evans Ballard, Sandy Buck, Amit Govindji, Debbie Furr, Renee Hall, Renee Hikes, Rachel Simonson, Jennifer Boss, Tony Bassett, Megan Morrow

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 November meeting be approved.

Michael Gander seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b. Mr. Hutcheson introduced Randy DuTeau, the new Executive Director for Mooresville Convention Visitor Bureau, effective January 3, 2024.

2c. Mr. Hutcheson introduced Megan Morrow, new Mooresville Downtown Commission.

2d. Chairman of the Board Report

Mr. Hutcheson reported ADR is up 18% YOY which is where our growth is coming from. Weekday demand is a 7.6% increase and weekends fell off by 4%. Transient is up 1.4%.

Mr. Hutcheson reported Mooresville has 617 active short-term rentals with ADR \$613 per night. ADR in July was \$760 occupied 71% of the time.

Mr. Hutcheson stated the STR report for Mooresville is not as informative as it needs to be. Our occupancy was 60% with an ADR of \$109. It doesn't help us to compare where we are with other

regions. We have contacted STR to better provide information about where we are standing versus other regions.

Christine Patterson, Mooresville Arts & Events Manager, reported Charles Mack Citizen Center (CMCC) had 40% occupancy in December 2023. We would like to better track how many room nights they are generating for the hotels and better track the economic impact of the facility. 103,000 people entered the doors of CMCC in 2023. Many are locals and visitors who had functions at the facility. Averaging 400 people per day.

Christine reported our Mooresville 150<sup>th</sup> Anniversary ended with a Classic Christmas in Mooresville. We partnered with the Downtown Commission. Local performers came from the local school bands and theater groups. There was snow, a carousel, ice skating, snow globes and shopping. 12,400 attended this event.

Christine stated Clarity of Place is updating our current Strategic Plan. We hosted a strategic plan in September 2023. The next step is a stakeholder survey. Over the next week or so we will send a survey to everyone who was on the invite list and take that data for the creation of an implementation plan.

MJ Benjoseph, 365° Total Marketing, reported the monthly newsletter email recipients list continued to grow for our newsletter last month. Social media averaged 1.8 clicks per link. The top-performing post of last month was Lazy 5 Ranch with over 1,000 post engagements.

MJ reported they are running a Mooresville Wedding Carousel campaign. We are seeing an overall engagement rate well above 12%, averaging 85,000 impressions and over 6,000 engagements shared.

MJ stated they did a Visit Charlotte/Stay Mooresville ad in the Charlotte Hornets yearbook. We got great feedback.

Bill Lyons, William Lyons Associate/Sport X NC, gave an update on the property at Mazeppa. He received an Erosion Control Permit Report and is reviewing it now. He anticipates a 6-8 month build and opening in September 2024.

Pam Reidy, Director of Mooresville Parks & Recreation, stated there is a Mooresville Tomorrow Comprehensive Plan workshop coming up. Input given at the workshop will help identify, describe, and prioritize important aspects of the future. The workshop takes place every 5 years.

Jenn Bosser, President & CEO at Iredell Co. Economic Development Corp, gave an update on new Industrial Park.

## 2e. LEADS Report

Mr. Hutcheson reported Top Gun Sports and Body Armor are new LEADS in 2024. We are partnering with Visit Lake Norman and Visit Charlotte for a few sporting events.

## 2f. Financial Report by Chris Quinn

Chris reported we are trending ahead on our revenue collections. We are well under the budget for the year. We are where we expected to be through 6 months of the fiscal year.

Chris presented an Occupancy Tax Collections graph showing occupancy tax post covid 2021-2024 for the first 6 months of the fiscal year. We are 10% ahead compared to last year. We have a good upward trajectory of the collections from occupancy tax. We continue to grow. This reflects how well we are doing this year with the financials against the budget.

2g. New Business

There was no new business.

2h. Old Business

There was no old business.

3. Adjournment

The meeting adjourned at 9:46 AM. Motioned by Michael Gander. Christine Patterson seconded the motion.

Respectfully submitted,

*Grant Hutcheson/sw*

Grant Hutcheson  
Chairman of the Board