

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, FEBRUARY 1, 2024
9:00 AM – SPRINGHILL SUITES BY MARRIOTT, MOORESVILLE, NC

Present: Grant Hutcheson, Michael Gander, Chris Quinn, Christine Patterson, Andrew Mills, Paul Kreins, Tina Waddell,

Guest: Randy DuTeau, Sharon Webster, Evans Ballard, Renee Hikes, Katrina Frazier, Nico Kitoko, Angie Patel, Sandy Buck, Sharon Barlow, Terrell Chestnutt

1. Mr. Hutcheson called the meeting to order at 9:05 AM. 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 December meeting be approved.

Michael Gander seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b Executive Director Report

Randy DuTeau thanked everyone for the enlightening first month. Our community, Parks & Rec, and CVB are undergoing a master planning process now. We are all shaping our future together.

Randy stated that over the next two years, the important thing is getting staffed up. Denise Cook is fading out as our Sports LEAD Specialist over the next few months. Let's get a strong staff in place so we can come up with our plan together and pack it.

Randy met 40 people last month. He feels everybody is ready to make things happen in this community. With the growth of Mooresville and the attention on this community comes great opportunity and responsibility. We must be smart with the decisions we make.

Randy commented that everything has been about discovery for him. Thank you for meeting with me. Thank you for taking the time. I have an open-door policy so if you have any questions, comments, or anything, please get in touch. We have a great future ahead of us and it's a real honor to be a part of that.

2c. Chairman of the Board Report

Mr. Hutcheson reported the end-of-year numbers for the fourth quarter. In October, November, and December total revenue in the area was \$9.399 million compared to \$8,469 million last year.

ADR was up in November and December 16.4% with \$130.94 ADR. Same thing for this area too. We saw an increase of roughly about \$8. December up 4% over last year.

By redoing the STR report, we will be able to get better numbers on our region and what we are seeing from other markets. For the time being ADR and occupancy stands strong.

Each board member received a copy of the Mooresville Travel and Tourism Authority dba The Mooresville Convention and Visitors Employee Handbook. Also, each board member received an agenda to review for voting at the next board meeting in March. We are adjusting the Employee Handbook, Purchasing and Signature Authority, and Internal Control Procedures.

Contracts, Sponsorships: Randy DuTeau is going to create a committee-type checklist to go through for anybody requesting any type of sponsorship.

Mr. Hutcheson stated Mazeppa Property is slated to close on February 16, 2024. They did another extension for a month to January 15 and put another 1% down.

2d. Financial Report by Chris Quinn

Chris presented an Occupancy Tax Collections graph through December 31. He reported we are trending ahead by about 10% on our occupancy tax receipts. Overall, our expenses are well within our budget for the year. Financially, we are still doing wonderful.

2e. New Business

Christine Patterson, Mooresville Arts & Events Manager, reported Charles Mack Citizen Center (CMCC) has a large children's consignment sale going on February 1 – 4. We are running about 45% occupancy. Our traffic counters at our doors are tracking 14,000 – 15,000 per month. Upgrades continue to the building. We are working on lighting and sound in Joe Knox Auditorium.

Christine stated the CMCC's website has been rebranded to <https://www.experiencecmcc.com>. Our focus is to let people know it's just not a conference center. It's more of a destination. We are rebranding Our Town Stage, as well. Our town stage can be any town in the USA, not just Mooresville.

Christine confirmed our upcoming signature events this year: March 23 Mooresville Day Outdoor Street Festival, July 4 Stars & Stripes on Main, September 14 Bands, Brews & BBQ, December 13 A Classic Christmas in Downtown Mooresville.

Christine stated we started a radio show every Tuesday at 11:00 AM on WSIC News Iheart-Mooresville. We are hoping to partner with the CVB on this show. It's about highlighting our restaurants, hotels, attractions, Parks & Rec programming, town programming in general, and all the great things we have going on in Mooresville.

MJ Benjoseph, 365° Total Marketing, reported they are working on a “Play More Stay More” campaign. They are testing the waters for two months (March and April) around families coming to our area for sporting tournaments.

MJ reported they are working on a campaign “Visit Charlotte/Stay Mooresville.” This will be for four months, hoping to build around the PGA and baseball and the May 3 event.

MJ talked about 365° Total Marketing looking at MCVB’s 3 kiosks. Possibly, they can get them operational.

MJ set up a website training for Randy DuTeau and Sharon Webster.

MJ added Iheart Mooresville Radio show to the newsletter.

2f. Old Business

There was no old business.

3. Adjournment

The meeting adjourned at 9:29 AM. Motioned by Tina Waddell. Michael Gander seconded the motion.

Respectfully submitted,

Grant Hutcheson/sw

Grant Hutcheson
Chairman of the Board