

**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, MARCH 7, 2024**  
**9:00 AM – HOLIDAY INN EXPRESS HOTELS & SUITES, MOORESVILLE, NC**

Present: Grant Hutcheson, Michael Gander, Christine Patterson, Andrew Mills, Paul Kreins, Eddie Dingler

Guest: Randy DuTeau, Sharon Webster, Kim Atkins, Katrina Frazier, Sandy Buck, Terrell Chestnutt, Debbie Furr, Bill Lyons, MJ Benjoseph, Tony Bassatt, Rachel Simonson, Ryan Brill

1. Mr. Hutcheson called the meeting to order at 9:03 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 January meeting be approved.

Michael Gander seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b Executive Director Report

Randy DuTeau stated this is more of a briefing and a thank you and not a report. Until we start getting into the deep aspects, there is currently nothing to report other than to keep the process of discovery going.

Randy expressed there is a lot of excitement about the potential we have as an organization. We have some big things in the works. Over the next month and a half, we will start releasing information about the programs that we are developing. He must continue with his discovery process.

Randy reported he met with the MSI Chamber of Commerce and Economic Development Authority. He likes the notion when he meets people, and they say we are so glad that you are here and so glad that you are reaching out to us. As an organization, it has become upon us to partner with the other agencies that are trying to move Mooresville forward.

Randy reported he also met with regional partners, CRVA, Statesville, and Lake Norman. The excitement that they build is also excellent.

## 2c. Chairman of the Board Report

Mr. Hutcheson informed everyone our new updated Mooresville Visitor Guides are in.

Mr. Hutcheson showed our full-page ad that was in the Charlotte Hornet's Yearbook and passed out a few copies.

Mr. Hutcheson talked about occupancy and how it affects the community in general. From December into January, there was an 8% decrease in occupancy. We are still ahead of 2019. Compared to 2022 and 2023 lagging a little bit. ADR is increasing over 2019 at region, \$119 weekdays and 6% decline over the last year.

Mr. Hutcheson stated short-term rentals for December were 314 homes available in Mooresville. On average the length of stay is 4 days. 49% occupied. ADR is \$615. The data comes from AirDNA.

## 2d. Financial Report

Sandy Buck spoke on Chris Quinn's behalf. She reported we are doing well financially, and the numbers are good.

Michael Gander, Board Member, recommended looking into ICS Money Market for the money that is currently sitting in our NC Capital Management Trust Account.

Mr. Hutcheson reported we are 20% over projections for the year Actual vs. Budget.

## 2e. New Business

Bill Lyons, William Lyons Associate/Sport X NC, confirmed the closing date of purchasing 4 parcels on Mazeppa Road was February 16, 2024.

Bill stated Sport X put out bids for phase 1 projects (15 pickleball courts, 1 championship court, cornhole pavilion, and gellyball). An anticipated soft opening is August 2024. An anticipated grand opening is September 2024. Phase 1 is projected to be completed in 2024. Phase 2 is projected to be completed in Spring 2025. 115 hotel room nights are projected for 2024. 3,000 hotel room nights are projected for 2025.

Bill thanked the MTTA Board for helping make this happen.

MJ Benjoseph, 365° Total Marketing, reported Visit Mooresville website traffic showed over 10,000 first-time visitors.

MJ stated the wedding campaign continues to go well.

MJ reported that 234 people went to the "The Great Magician Murder Mystery" website.

MJ reported there were over 1,500 post-engagements on the D E Turner Hardware post.

MJ stated she is monitoring the "Play More/Stay More" campaign.

MJ suggested possibly doing a meeting space and conference campaign.

Christine Patterson, Mooresville Arts & Events Manager, stated the Murder Mystery was a success and will make this an annual event. It will be 2 days next time.

Christine stated that Ourtown Stage (the town's performing arts platform) is changing to Mooresville Arts and Events. The new website will be mooresvilleevents.com. It is not live yet.

Christine stated there are 4 signature events this year (Mooresville Day, Stars & Stripes, Bands BBQ, Classic Christmas).

Christine stated CMCC started I Heart Mooresville Radio on WSIC to help promote Mooresville.

Christine reported CMCC is running 50% occupancy. There are 12,000 – 14,000 visitors a month at CMCC.

Christine stated Mooresville might have the opportunity to host the NC Music Hall of Fame again in October 2024.

Christine stated that CMCC is working with a new software, Placer AI, to better track cell phone data at events in downtown Mooresville. We have added this to our budget and are waiting for the Board to approve.

Christine stated that CMCC will have 2 open hospitality positions open.

Kim Atkins, Executive Director of Mooresville Downtown Commission, stated this is the beginning of event season and budget season. Some upcoming signature events are Shamrocks & Shenanigans, Uncorked & Artsy, and the Food Truck Festival kicks off on April 6.

Kim stated that 9 members of the Mooresville Downtown Commission Board are going to Goldsboro, NC on March 12-14, 2024, to attend an NC Main Street Conference.

Kim reported the Mooresville Downtown Commission is starting two new committees 1)to get in touch with AirDNA owners to promote Mooresville with brochures, etc. and 2)invite hotel management and owners to a Meet & Greet downtown Mooresville to familiarize them with downtown businesses/restaurants and things to do.

## 2f. Old Business

Mr. Hutcheson called for approval of the updated (sick/vacation days) Employee Handbook. Copies of the handbook were given out at the last Board Meeting on March 7, 2024.

Michael Gander made a motion to approve the Employee Handbook.

Andrew Mills seconded the motion.

The motion passed unanimously.

Mr. Hutcheson called for approval of the Purchasing and Signature Authority. Randy DuTeau has purchasing power of \$2,500. Grant Hutcheson has purchasing power of \$10,000. MTTA Board approves anything over \$10,000.

Andrew Mills made a motion to approve the Purchasing and Signature Authority.

Michael Gander seconded the motion.  
The motion passed unanimously.

Mr. Hutcheson called for approval of the Internal Control Procedures. Expense and receipts reporting.  
Christine Patterson made a motion to approve the Internal Control Procedures.  
Michael Gander seconded the motion.  
The motion passed unanimously.

### 3. Adjournment

The meeting adjourned at 9:38 AM. Motioned by Christine Patterson. Michael Gander seconded the motion.

Respectfully submitted,

*Grant Hutcheson/sw*

Grant Hutcheson  
Chairman of the Board