



MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, APRIL 4, 2024
9:00 AM – DULCET & DELISH CAFE, MOORESVILLE, NC

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

Guest: Randy DuTeau, Sharon Webster, Chris Quinn, Sandy Buck, Evans Ballard, Terrell Chestnutt, Debbie Furr, Bill Lyons, MJ Benjoseph, Tony Bassatt, Pam Reidy

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 March meeting be approved.

Christine Patterson seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b Executive Director Report

Randy DuTeau stated its discovery to activation time. The fun begins now by making many decisions and laying the groundwork for the future of our organization.

Randy stated that next month we will adopt the "Strategic Plan" of work. This layout is the blueprint of our future for the next few years.

Randy reported he, Christine Patterson, and Grant Hutcheson attended the Visit NC Tourism Conference in Greenville, NC on March 17-19, 2024.

Randy stated he will be hiring two new staff members 1) a Tourism Manager acting in a sales role with a sports background and 2) a Marketing Communication Manager, bringing them in at the same time to create the culture of Visit Mooresville.

2c. Chairman of the Board Report

Mr. Hutcheson shared an article "Gen Zers Ghosting Employers" for anybody hiring in today's market. The behavior is most pronounced among Gen Zers with 93% confessing to skipping out on an interview and 87% not showing up for work after being hired. NC Restaurant and Hospitality Association organization is a good resource for anybody who needs service aid training for their staff.

Mr. Hutcheson stated we haven't seen an increase in occupancy from last year to this year. We saw a 2% change from 2023 to 2024 YTD through March. The ADR in 2022 was \$79 in this market, \$94 in 2023, and \$106 in 2024.

Mr. Hutcheson stated short-term rentals are still up. We are sitting at 383 rentals in the market, and they stay occupied 50% of the time. ADR is up to \$600.

Mr. Hutcheson stated heading into May and June are the busiest months. They will shoot up to 70% occupied. Again, this is when we see an influx of other attractions.

Mr. Hutcheson stated in the third quarter of this year there is another TV show that's going to be filmed in Mooresville about remodeling a house. An announcement should come out next month.

2d. LEADS Report

Randy DuTeau reported NC AAU Basketball Tournament and Kayak Fishing Tournament will take place in May.

Randy stated The NC Main Street Conference is scheduled in Mooresville in March 2025 bringing 800 people to town. These are the influencers that drive the local community's tourism and economic impact. We are excited to work with the downtown commission office. We must make sure something this big is completely dialed in. If we do this, it's a standard. That allows us to go after other big conferences.

2e. Financial Report

Chris Quinn, Ex-Officio Finance Officer, stated we are doing wonderfully. We have spent 49% of our expense budget as of March 31st. A lot of that has to do with open positions. In terms of purely budgetary and financial analysis, that's great. Year-over-year occupancy tax collection is still trending 10% over last year.

Chris stated we are starting to hear more about sales tax in general. It's starting to level off in this area. Some of the jurisdictions that we met with have gone negative year-over-year regarding our sales tax growth. We don't seem to be having an issue here at all with occupancy tax. The ADR has a lot to do with that. All is great.

Chris stated an occupancy tax section is being added to the town's web page. We have the initial page built and are still working on that. Work in progress.

2f. New Business

Bill Lyons, William Lyons Associate/Sport X NC, confirmed Sports X is tentatively set to break ground the second or third week in May. The soft opening is set for the second week in August. The grand opening is set in September 2024.

MJ Benjoseph, 365° Total Marketing, stated she also attended the Visit NC Tourism Conference in Greenville, NC in March 2024.

MJ reported Visit Mooresville website traffic averages 9,000-10,000 first-time visitors every month.

MJ stated a 2-day photo shoot is scheduled on May 7 & 8. Carolina Cruising Charters will take 365° Total Marketing and CVB office employees to tour the lake on May 8 for 2 hours photo shoots.

Christine Patterson, Mooresville Arts & Events Manager, Charles Mack Citizen Center (CMCC), stated the Mooresville Day Outdoor Street Festival was postponed from March 23rd to April 27th due to weather.

Christine stated we will kick off the "Rock The Park" Liberty Park Summer Concert Series on May 3. The 5-show series is on the first Friday of every month except July which will be 2nd Friday.

Christine reported Stars and Stripes on Main Parade is coming back on July 4th for the second year.

Christine stated we are working with the NC Music Hall of Fame to host the 2024 Induction Ceremony. She is working through logistics and creating an official proposal.

Christine reported CMCC was awarded the best meeting sight for the third year in a row from Convention South.

Christine stated CMCC is in the process of completing the Joe Knox Auditorium upgrade. We just completed a sound upgrade. We are getting a new projection screen and doing lighting as a second phase.

Christine stated that CMCC has an open position, an Admin Specialist, and a couple part-time staff positions.

Pam Reidy, Mooresville Park & Recreation Director, stated the bids for Cornelius Road Park will come in next week.

Pam stated the board approved the contract/design of Moor Park phase one of two. Phase one consists of new turf, a new irrigation system, a wall, and restroom/concession.

2g. Old Business

There was no old business.

3. Adjournment

The meeting adjourned at 9:52 AM. Motioned by Christine Patterson. Michael Gander seconded the motion.

Respectfully submitted,

Grant Hutcheson/sw

Grant Hutcheson
Chairman of the Board