



MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, MAY 2, 2024
9:00 AM – CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

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

Guest: Randy DuTeau, Sharon Webster, Chris Quinn, Sandy Buck, Evans Ballard, Terrell Chestnutt, Debbie Furr, Tony Bassatt, Kim Atkins, Rachel Simonson

1. Mr. Hutcheson called the meeting to order at 9:08 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 April meeting be approved.

Michael Gander seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b Executive Director Report

Randy DuTeau handed out the Strategic Direction and Implementation Plan effective July 1, 2024.

Randy stated the CVB will present a \$1.3M budget for FY '24/'25 for approval.

Randy stated he is working with Chairman Hutcheson to develop a "justification" report for increasing our occupancy tax from 4% to 6%.

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.

Randy will begin the process of identifying and hiring a marketing agency of record to facilitate our rebrand, website refresh, digital marketing campaign, marketing collateral, and print advertising.

Randy stated he would also like to bring in a PR agency to assist in media outreach efforts beginning in '25.

Randy stated he is developing a process for reinvesting CVB funds for marketing, event development, and capital projects.

Randy stated he would like to build a database of every sports club and private facility in Mooresville.

Mr. Hutcheson and Randy attended the Sports ETA Symposium in Portland, OR April 22-26, 2024.

Randy asked the board to create a Sponsorship Committee to oversee and approve sponsorship requests.

Randy requested \$10,000 sponsorship for Mooresville Fondo. Randy requested \$35,000 for BoardR Skateboard Contest.

2c. Chairman of the Board Report

Mr. Hutcheson reviewed the monthly STR report.

Mr. Hutcheson reviewed AirDNA short-term rentals.

Mr. Hutcheson presented State of NC Occupancy Tax.

2d. LEADS Report

Randy DuTeau reported NC League of Municipalities and Hobie Kayak Bass Open Series

Randy stated The NC Main Street Conference is scheduled in Mooresville in March 2025 bringing 800 people to town.

2e. Financial Report

Chris Quinn, Ex-Officio Finance Officer, stated we are trending almost 10% ahead from last year's occupancy tax collections.

Chris stated we are $\frac{3}{4}$ through the fiscal year and used only about $\frac{1}{2}$ of our budget. We are well below our overall budget expenditures. No issues. Everything seems to be great.

2f. New Business

Paul Kreins, owner of Victory Lanes, reported the NC Open State Tournament will take place at Victory Lanes three weekends in May consisting of 580 bowlers.

Paul reported Victory Lanes was awarded two tournaments in 2025 consisting of a few hundred people.

Paul reported Victory Lanes was awarded the 2026 SE Bowling Tournament consisting of 2,500 bowlers.

Paul reported Victory Lanes was awarded the 2027 Women's Open Championship. 20K women over 90 consecutive days requiring 60,000 room nights, creating a \$25M economic impact to the community. This will require the board to form a task force with the town and stakeholders and get with the sports authority from Charlotte.

Paul reported Victory Lanes is going forward with building an 18-hole outdoor miniature golf course. It will take a portion of the Victory Lanes parking lot. We will launch it with a crowdfunding project allowing people to be founders by buying bricks.

Christine Patterson, Mooresville Arts & Events Manager, reported they just hosted Mooresville Day Festival on April 27. There was an estimated 15K people attending. We are working with Placer AI to track cell phone data to get the final count.

Christine went over the upcoming events in Mooresville; Rock the Park Concerts on the first Friday of every month (May – September), Stars & Stripes on July 4, Bands Brews & BBQ on September 14, NC Music Hall of Fame on October 17 (in contract negotiation right now and hope to confirm soon). More information to come.

Christine reported Mooresville Parks & Recreation is working on a Special Events Policy.

Christine reported Mooresville Parks & Recreation will be working through their Master Plan this year. The Master Plan is updated every 5 years.

Christine reported that Charles Mack Citizen Center continues to do upgrades at Charles Mack Citizen Center.

Kim Atkinson, Executive Director of Mooresville Downtown Commission, reported Festival of Food Trucks will be the first Saturday of every month (May – October).

Kim stated Downtown Commission is planning a hotelier meeting downtown to better familiarize the hotel employees with the experience of walking the sidewalks of downtown Mooresville. Tour our shops, restaurants, murals, etc.

2g. Old Business

There was no old business.

The meeting adjourned at 9:44 AM. Motioned by Michael Gander. Seconded by Eddie Dingler.

Closed Session Personnel (G.S. 143-318.11(a)(6))

Michael Gander made the motion to go into a closed session.

Eddie Dingler seconded the motion.

The motion passed unanimously.

MINUTES FOR CLOSED SESSION HAS BEEN RECORDED AND SEALED UNTIL PUBLIC INSPECTION WILL NO LONGER FRUSTRATE THE PURPOSE OF THE CLOSED SESSION.

The Board came out of the closed session at 10:03 AM. Motioned by Tina Waddell, seconded by Christine Patterson.

3. Adjournment

The meeting adjourned at 10:03 AM. Motioned by Tina Waddell, seconded by Christine Patterson.

Respectfully submitted,

Grant Hutcheson/sw

Grant Hutcheson
Chairman of the Board