



MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, JUNE 6, 2024
9:00 AM – CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

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

Guest: Sandy Buck, Evans Ballard, Terrell Chestnutt, Debbie Furr, Tony Bassatt, Kim Atkins, Rachel Simonson, Bill Lyons, MJ Benjoseph, Sharon Barlow, Intern, Deanna Groeger, Pam Reidy, Sharon Webster

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 May meeting be approved.

Eddie Dingler seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b Executive Director Report on behalf of Chairman Grant Hutcheson

Mr. Hutcheson stated that CVB has two job applications open, Marketing Manager and Tourism Manager.

Mr. Hutcheson stated that Randy will issue an RFP for branding and marketing services once the Marketing Manager is hired.

Mr. Hutcheson stated Randy met with Jenn Bosser, Iredell Co. Economic Development Corporation, about local workforce development for the hospitality industry.

2c. Chairman of the Board Report

Mr. Hutcheson reviewed the monthly STR report. We saw over a \$10 ADR increase from the previous year.

Mr. Hutcheson called for a Motion to approve the FY2024-2025 Budget Ordinance.
Tina Waddell made a motion to approve the FY2024-2025 Budget Ordinance.
Eddie Dingler seconded the motion.
The motion passed unanimously.

2d. LEADS Report by Grant Hutcheson

Mr. Hutcheson reported: Race City Classic Soccer Tournament, Weekend Warrior World Series Flag Football, and BodyArmor State Games (softball).

2e. Financial Report by Sandy Buck

Sandy, Town of Mooresville Internal Control Manager, stated that CVB is doing great financially. Occupancy Tax Collections are leveling off. 8% higher than last year. Everything looks good.

2f. New Business

Christine Patterson, Mooresville Arts & Events Manager, 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 and NC Music Hall of Fame Induction on October 17.

Christine Patterson stated that Parks & Rec will roll out a new special event permit in the next two months. This permit allows the town to provide infrastructure to events hosted in Mooresville to help support them.

MJ Benjoseph, 365° Total Marketing, is promoting the 4th of July weekend. She is in the process of doing a campaign for a “Pre-Back-To-School/Plan a Trip to Mooresville” campaign before the kids go back to school.

MJ stated that she and Randy DuTeau are discussing and working towards a LinkedIn campaign to reach businesses promoting our meeting and conference space.

MJ stated she is seeing an average of 10,000-12,000 new users coming to our website every month.

Pam Reidy, Director of Mooresville Parks & Recreation, announced she was retiring effective June 7, 2024.

Kim Atkins, Executive Director of Mooresville Downtown Commission, reported the Festival of Food Trucks turned out great in June. This festival will continue on the first Saturday of every month (May – October).

Kim Atkins stated the Mooresville Downtown Commission (MDC) will host a stopover in Mooresville for the 2025 Hemmings Motor News Great Race on July 2, 2025. This is a premier old car rally featuring more than 100 antique automobiles during a nine-day, 2,300-mile event.

Mr. Hutcheson stated he has two contracts, a Skateboard Competition and Laurie Rowe Communications, to present to the board for approval. However, we will wait until our next board meeting to discuss when Randy is here to go into more detail.

Mr. Hutcheson stated Randy DuTeau proposed a sponsorship program with guidelines to review sponsorships before they go to the board. There was a recommendation that Michael Gander and Christine Patterson be on this board.

A Motion was made to create the sponsorship committee and give the committee the authority to spend up to \$35,000 on these two contracts and the authority for Grant Hutcheson to sign.

Tina Waddell made a motion to approve.

Christine Patterson seconded the motion.

The motion passed unanimously.

Bill Lyons, William Lyons Associate/Sport X NC, stated the anticipated opening date of Sport X is October 1, 2024.

2g. Old Business

There was no old business.

Mr. Hutcheson made a motion to go into a closed session.

Tina Waddell approved the motion to go into a closed session.

Andrew Mills seconded the motion.

The motion passed unanimously.

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

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 9:39 AM. Motioned by Tina Waddell, seconded by Eddie Dingler.

3. Adjournment

The meeting adjourned at 9:40 AM. Motioned by Tina Waddell, seconded by Andrew Mills.

Respectfully submitted,

Grant Hutcheson/sw

Grant Hutcheson
Chairman of the Board