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AGENDA
MOORESVILLE TRAVEL & TOURISM AUTHORITY
BOARD OF DIRECTOR'S MEETING
THURSDAY, OCTOBER 3, 2024, 9:00 AM
CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

1. Call to Order
2. Regular Agenda
 - a. Approval of the Minutes
 - b. Executive Director Report
 - c. Chairman of the Board Report
 - d. LEADS Report
 - e. Financial Report
 - f. New Business
 1. Fund balance or contingency policy for the Board to adopt
 2. Formally support CVB efforts to raise occupancy tax from 4% to 6%
 3. Approve CVB hiring of Mythic creative agency for rebrand and ad design
 4. Switching UGC program
 - g. Old Business
5. Adjournment