



**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, AUGUST 1, 2024**  
**9:00 AM – CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC**

Present: Grant Hutcheson, Christine Patterson, Andrew Mills, Paul Kreins, Chris Quinn,

Guest: Randy DuTeau, Renee Hall, Bill Lyons, Kim Atkins, MJ Benjoseph, Rachel Simonson, Tony Bassatt, Evans Ballard, Pam Reid, Jenn Bosser, Sharon Webster

1. Mr. Hutcheson called the meeting to order at 9:16 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 June meeting be approved.

Christine Patterson seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b. Executive Director Report

Randy DuTeau announced that Kaitlyn Grekoff will join us as our new marketing manager on August 12, 2024.

Randy stated we are still interviewing candidates for the position of tourism manager.

Randy stated we will go public with our sponsorship/event development program this fall. Thank you, Grant Hutcheson, Christine Patterson, and Michael Gander, for volunteering for the Sponsorship Committee.

Randy announced we have retained Laurie Rowe Communications' services to oversee our travel media efforts.

Randy confirmed the upcoming events in Mooresville: BoardR Skateboard Competition, Mooresville Fondo cycling event, NC Racing Hall of Fame Induction, Bike NC Day visit to Mooresville, NC Main Street Conference, The Great Race, Southeast Tourism Society Connections Conference, and TEAMS Sports Conference.

Randy talked about the MTTA Board of Director Notebooks. They were passed out today to every board member and will be collected at the end of the meeting. The CVB office will keep them updated and pass them out at every board meeting in the future. Each notebook contains government information, board meeting agendas/minutes for last year, and an employee handbook.

2c. Chairman of the Board Report

Mr. Grant Hutcheson reviewed the monthly STR report. Occupancy slightly declined, and ADR continued to rise. July is a slow month for hotels and busy for short-term rentals. We will start seeing increases in September due to weddings and sporting events.

2d. LEADS Report

Randy DuTeau stated that July is typically a slow month for sporting tournaments. Denise Cook has been working on event numbers for the last few months and tournament commitments for 2025.

2e. Financial Report

Chris Quinn stated that Occupancy Tax Collections are up 9% from last year. 62% of the expense budget has been used. Auditors are coming to the MCVB office today. There are no issues.

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), Bands Brews & BBQ on September 14, Mooresville Motorsports Celebration on October 8, and NC Music Hall of Fame Induction on October 17.

Christine stated that Charles Mack Citizen Center is at 50% occupancy in July.

MJ Benjoseph, 365° Total Marketing, stated they created a "Pre-Back-To-School/Plan a Trip to Mooresville" extended weekend stay. There was a 3% click-through.

MJ stated that they continue to run a wedding carousel. There have been 2,000 clicks within 13 months.

MJ stated she sees an average of 10,000-12,000 new users visiting our website every month.

Kim Atkins, Executive Director of the Mooresville Downtown Commission, reported that Randy DuTeau submitted a session proposal for the Main Street Conference in 2025. The Commission appreciates the partnership with CVB and looks forward to a big 2025.

Jenn Bosser, President and CEO of Iredell Co. Economic Development Corporation, discussed Iredell Ready, which involves working with the school system and industries to build pathways to better futures.

Jenn stated that Dean Inc., an electrical engineering and manufacturing company, would build its facility in Mooresville.

Jenn stated they are getting together with all their partners in August to set up a platform for their goals.

Bill Lyons, William Lyons Associate/Sport X NC, presented on the progress of the Sport X facility at Mazeppa Road Park. The proposed opening date is December 1, 2024.

2g. Old Business

There was no old business.

3. Adjournment

The meeting adjourned at 9:50 AM. Motioned by Andrew Mills, seconded by Paul Kreins.

Respectfully submitted,

*Grant Hutcheson/sw*

Grant Hutcheson  
Chairman of the Board