

**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, OCTOBER 3, 2024**  
**9:00 AM – CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC**

Present: Grant Hutcheson, Christine Patterson, Andrew Mills, Paul Kreins, Michael Gander, Tina Waddell, Chris Quinn,

Guest: Kaitlyn Grekoff, Tony Bassatt, Evans Ballard, Megan Morrow

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.

Michael Gander made a motion that the minutes of the September meeting be approved.

Paul Kreins seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b. Executive Director Report (Kaitlyn Grekoff reported in Randy DuTrea's absence)

Kaitlyn stated a formalized contingency plan was needed.

Kaitlyn stated we are still seeking a tourism manager.

Kaitlyn stated interviews had been conducted with several marketing agencies regarding rebranding and a price comparison was available to the board members. Three different companies were interviewed, including Mythic, Noble, and Studio T. Board members recommended Mythic, pending board approval. The rebranding includes potentially creating a new logo or tagline and updating imagery.

Kaitlyn stated the board continues to work with its PR agency and hosting a site visit for them on November 13, 2024. The visit is intended to familiarize the agency with the area and highlight promotion opportunities. The star report numbers are available as well.

Kaitlyn affirmed upcoming events: The Mooresville Fondo was noted as a successful event, with a 33% jump in rider registration than the previous year. It is Randy DuTeau's desire to continue supporting this event. Other upcoming events include the Auto Racing Hall of Fame Induction, Bike NC Day and the Music Hall of Fame Induction.

Kaitlyn stated Randy DuTeau requests the board's support in raising efforts to increase the occupancy tax from 4% to 6%. With board approval, efforts will begin at the state level to get the increase into the 2025 legislature. Work will also be done with the Mooresville Town Commission to support this effort.

Kaitlyn stated Randy DuTeau and Grant Hutcheson attended TEAMS meeting in Anaheim last week and met with 30 sports rightsholders.

Kaitlyn stated Randy DuTeau has begun the process of following up with the sports groups who book tournaments through CVB. In 2025 he will introduce a written agreement to be signed by Visit Mooresville, the tournament organizers, and facility managers. This will clarify expectations by all parties, ensure a means of tracking ROI, and ensure we are recruiting and supporting tournaments and events that will benefit Mooresville.

Christine Patterson asked if the board was going to vote on Mythic for the marketing agency today. Mr. Hutcheson said no, we will vote next month. Christine encourages Mooresville and CVB to work together in hiring the marketing agency. Chris Quinn stated it's a great time for the Town and CVB to coordinate with this.

There was discussion about whether to switch back to Crowdriff USG (user-generated content) for digital media on our website. We are using a UGC platform called TINT. Previously, we used a UGC platform called Crowdriff but stopped using it when we began working with the agency 365 Total Marketing. Kaitlyn explained that Crowdriff was superior to TINT and that they still had rights to the content acquired under Crowdriff (but not access). The cost difference between the two platforms was discussed: TINT cost a little less than \$400 per month, while Crowdriff cost \$14,000 per year. Board members discussed the pros and cons of each platform.

Mr. Hutcheson called for a motion to switch from TINT User-Generated Content back to Crowdriff. Tina Waddell approved the motion. Christine Patterson seconded the motion.

## 2c. Financial Report

Chris Quinn stated that Occupancy Tax Collections are a little bit behind through September 30 of last year. Overall, the expense budget looks great. No issue whatsoever.

## 2d. New Business

Chris Quinn recommended a Fund Balance Policy of four months of operating expenses be kept in reserve for emergencies. This money would remain in our investment account.

Mr. Hutcheson called for a motion to approve a Fund Balance Policy. Tina Waddell approved the motion. Michael Gander seconded the motion. The motion passed unanimously.

The board discussed increasing the occupancy tax from 4% to 6% and creating a letter to send to the town for their movement forward. regarding increasing the occupancy tax.

Mr. Hutcheson called for a motion to approve occupancy tax increase from 4% to 6% and create a letter to send to the town for their movement forward. Paul Kreins approved the motion. Christine Patterson seconded the motion. The motion passed unanimously.

The board voted to move the next CVB board meeting from November 7<sup>th</sup> to November 14<sup>th</sup> due to Grant Hutcheson's travel schedule. Tina Waddell approved the motion. Andrew Miles seconded the motion. The motion passed unanimously.

Christine Patterson, Arts & Events Manager Charles Mack Citizen Center (CMCC), stated the recent Bands, Brews and BBQ Festival on September 14, 2024, was a success welcoming over 15,000 people to downtown Mooresville. CMCC hosts Mooresville Motorsports Celebration, NC Music Hall of Fame, Lowe's vendor event, large consignment sale. There is a large Lowe's vendor event coming to Mooresville and a large consignment sale, NC Surveyors Association and the Society of Children's Book Writers and Illustrators.

Christine stated CMCC is working on an economic impact study.

Tina Waddell stated that Aloft by Marriott in conjunction with FEMA is accepting any donations for Western Carolina.

Paul Kreins stated that Victory Lanes became a drop off location for hurricane victims. They have over 100,000 lbs of supplies that have been taken to western North Carolina.

2e. Old Business

There was no old business.

3. Adjournment

The meeting adjourned at 10:05 AM. Motioned by Andrew Mills, seconded by Paul Kreins.

Respectfully submitted,

*Grant Hutcheson/sw*

Grant Hutcheson  
Chairman of the Board