



MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, NOVEMBER 14, 2024
9:00 AM – CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

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

Guest: Kaitlyn Grekoff, Tony Bassatt, Evans Ballard, Randy DuTeau, Sharon Webster, Sandy Bucks, Darrin Hucks, Ryan Hager, Jaxon Cabe

1. Mr. Hutcheson called the meeting to order at 9:12 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 of the October meeting be approved.

Andrew Mills seconded the motion.

The motion passed unanimously, and the minutes were approved.

2b. Executive Director Report

Randy DuTeau discusses the ongoing hiring process for a tourism manager, emphasizing the importance of finding the right fit.

Randy discusses how the organization focuses on achieving DMAP Accreditation through Destinations International, which requires meeting several standards and having a robust infrastructure. Also, the importance of having an emergency communications plan.

Randy praised Kaitlyn Grekoff for her contributions to public relations and marketing efforts.

2c. Marketing Manager Report

Kaitlyn Grekoff reports a significant increase in website traffic with 20,000 new users in the last quarter, despite a temporary dip due to Google Analytics updates.

Kaitlyn reported that nine new blogs were written to support fall and holiday traffic and that a new holiday page for Mooresville was launched.

Kaitlyn stated social media engagement has increased by 143%, with a 4% growth in social media following and over 22,000 video views in the last 90 days.

Kaitlyn notes the success of locally generated content on social platforms, leading to increased engagement and enthusiasm.

2d. Financial Report

Chris Quinn stated everything was fine. The hotel occupancy data indicated a busy October due to hurricane displacement, with a 7% financial shortfall from last year.

2e. New Business

Christine Patterson, Arts & Events Manager Charles Mack Citizen Center (CMCC), reports ongoing improvements at the CMCC, including sound updates and lighting projects.

Christine discussed Placer AI, a software that tracks mobile cell phone data to measure event attendance and visitor behavior. The software can provide data on how many people visit parks, stay at hotels, and dine at restaurants, which can be helpful in event planning and resource allocation.

Christine reports that Mooresville Parks & Rec is introducing a new special event permit process aimed at limiting and controlling the quality of events hosted downtown.

Christine reports that the Time Stage Entertainment Series lineup for 2025 has been announced, and tickets are on sale for various shows.

Christine reports that the Classic Christmas event is scheduled for December 13, 2024. It will feature snow, carousel rides, ice skating, and Santa visits.

Paul Kreins, owner of Victory Lanes, mentioned saving the date for December 18, 2024, 10:00 AM. United States Bowling Congress will be in town to formally announce the Women's Open Championship in 2027 at Victory Lanes. Breakfast included.

Mr. Hutcheson asked Randy Duteau to explain the importance of a marketing plan for CVB, which is part of the approved budget for 2024/2025. Randy emphasizes the need for brand guidelines to meet DMAP accreditation requirements and establish a consistent brand identity. Randy stressed the importance of each agency having its own identity while promoting the town collectively. The marketing plan includes developing a new website and brand guidelines, which will require significant upfront investment but provide long-term benefits.

Randy DuTeau provides an update on the PR agency. Ruth Sykes from Lauren Rowe Communications is in town and working on identifying town assets for travel writers.

Randy confirmed the CVB Holiday Luncheon is on December 11, 2024, at Table 31. Everyone to bring a White Elephant gift valued at \$15.

2f. Old Business

There was no old business.

3. Adjournment

The meeting adjourned at 9:42 AM. Motioned by Tina Waddel, seconded by Christine Patterson.

Respectfully submitted,

Grant Hutcheson/sw

Grant Hutcheson
Chairman of the Board