

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, APRIL 5, 2018
9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

Present: Ron Johnson, Mitch Abraham, Eddie Dingler, Amit Govindji, Nick Kothadia, Deborah Hockett, Leah Mitcham

Guests: Deanna Groeger, Tonya Thompson, Tina Waddell, Cynthia Vannerson, David Call, Tyler Campbell,

Mr. Johnson called the meeting to order at 9:03 AM. A quorum was present.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes from the February meeting.

Mitch Abraham made a motion that the minutes be approved.

Eddie Dingler seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

Leah reported the CVB assisted 304 visitors, provided visitor services for 8 events and distributed 2040 visitor guides.

Leah reported occupancy for February was 57.1% down 3% from last February. YTD occupancy is up 3% at 55%. YTD ADR is holding at \$99.03. *Data from Smith Travel Research

Leah reported Advance Travel reported new users to the website for the month of February were up 98%, sessions were up 91%, pageviews were up 106% and bounce rate was down 61%.

Leah reported the Girls Independent School National Championship had teams from Canada, Maryland, New Jersey and Florida. The tournament director stated he had received nothing but positive feedback about Talbert Rec Center and Mooresville and would like to make this an annual event.

Leah reported she met with Lake Norman Tennis Association to discuss the upcoming USTA Adult 18 & Over State Championships.

Leah reported she met with Lake Norman Tennis Center to discuss USTA events for 2018.

Leah reported she met with Powerade State Games and Visit Charlotte to discuss hosting events in 2019.

Leah reported she hosted a site visit of the MHS gym for USSSA basketball, AAU girls basketball and Flying High Gymnastics.

Leah reported the hotels toured Black Powder Roasting Co.

Leah reported AAU Karate State Championships had 140 participants, 16 officials and 350 volunteers and spectators.

Leah reported the Lake Norman Soccer's Race City Classic had 160 teams.

Leah reported the Carolina Bass Classic had 440 participants.

Leah reported the CVB moved into the new office at the end of February. The new address is 129 Mecklynn Road, Suite C.

Leads were sent for HS Club Lacrosse State Championship, ISSA Spring Nationals, USSSA Road to Florida and Beast of the East, FLW Bass Fishing League

Upcoming events: AAU Basketball April 14-15, 21-22 and 28-29, USBA Basketball April 21-22, Carolina Big Bass Classic April 28-29

3. Financials Report:

Mr. Johnson reported the unaudited financials for July-March were \$513,355.33 for revenue, \$128,462.91 for personnel, \$98,326.03 for operations and \$237,049.06 for marketing and promotions.

4. Mazeppa Property

Mr. Johnson reported the CVB received three bids for the erosion control plan for the Mazeppa Property. The three bids from Bell Construction, Hunter Construction and B.P. Drainage Works, Inc. were distributed to the Board members for review.

Mr. Johnson stated he needed a motion to award the bid to Bell Construction and amend the budget.

Nick Kothadia made a motion to award the erosion control plan bid to Bell Construction and amend the budget.

Amit Govindji seconded the motion.

Mr. Johnson asked for any discussion. There was no further discussion.

The motion passed unanimously.

5. Chairman of the Board Report:

Mr. Johnson reported Corvid Technologies is moving their corporate headquarters to Mooresville and a German automotive company is also moving to Mooresville.

6. Police Department Report:

Captain David Call reported a 29.8% increase in calls to the police department, 138 arrests and 1309 traffic stops in March.

Captain Call stated security cameras are a big help in apprehending criminals.

7. Mr. Johnson called for any old business.

8. Mr. Johnson called for any new business.

Nick Kothadia asked if a representative from DOT or the Town could give an update on the Highway 150 project at the next Board meeting.

The meeting adjourned at 9:45 AM.

Respectfully submitted,

Leah Mitcham
Executive Director