

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, AUGUST 2, 2018
9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

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

Guests: Danielle Davison, Deanna Groeger, Tony Bassat

Mr. Johnson called the meeting to order at 9:08 AM. A quorum was present.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes from the June 7 meeting.

Eddie Dingler made a motion that the minutes be approved.

Nick Kothadia seconded the motion.

The motion passed unanimously and the minutes were approved.

Mr. Johnson called for approval of the minutes from the June 18 meeting.

Eddie Dingler made a motion that the minutes be approved.

Nick Kothadia seconded the motion.

The motion passed unanimously and the minutes were approved.

Mr. Johnson called for approval of the minutes from the July 2 meeting.

Eddie Dingler made a motion that the minutes be approved.

Nick Kothadia seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

Leah reported the CVB assisted 448 visitors, provided visitor services for four events and distributed 1770 visitor guides.

Leah reported occupancy for May was 68.9%, the same as last year, and June was 71.8% up almost 3% from last year. YTD occupancy is up from last year at 65%. YTD ADR is \$102.67, up from last year. *Data from Smith Travel Research

Leah reported the Little 600 modal on the website resulted in high engagement with 596 Impressions and a CTR of 15.10%. The Lake Activities modal resulted in 140

impressions and a CTR of 12.86%. A smaller version of the modal was created for mobile users.

Leah reported she met with Southern Distilling to discuss hosting the SE Bowling Association's social prior to their meeting in 2019.

Leah reported she and Ron met with Lake Norman Soccer Club and the engineering company regarding the property on Mazeppa Road.

Leah reported the CVB is working with Trip Info to promote meeting space and attract groups.

Leah reported she hosted a site visit with Powerade State Games to tour venues and meet with Lake Norman Soccer Club and USSSA.

Leah reported she met with GoPro Motorplex and Cycle NC to go over details for the Mountains to the Coast Ride October 1.

Leah reported the mountain bike trail has approximately four miles of trail complete and will need a few bridges to connect the trail together.

Leah reported the CVB is doing a photo contest July 27–August 26. People post photos on their Instagram, Twitter and Facebook feeds and use the hashtag #My Mooresville.

Lake Norman Lacrosse Classic had 35 teams.

USTA NC Adult State Championships had a total of 1100 players with 450 playing in Mooresville. The bid was awarded to LNTA again for 2019 and 2020.

USBA Girls National Championship had 60 teams and the feedback was all positive on venues and location. Teams came from WV, GA, MD, DE, VA, NC and SC.

Leads were sent for the Lake Norman Tennis Center Jr. Championships, Lake Norman Tennis Center Indoor Classic, The Monster Tournament, 2019 NC Men's State Gymnastics Championship, Hayden- Becker wedding,

Upcoming events: The Monster Tournament August 25-26, Lake Norman Tennis Center Jr. Championship August 31-September 2

3. Financials Report:

Mr. Johnson reported the unaudited financials for July-June were \$806,865.05 for revenue, \$169,069.61 for personnel, \$116,889.91 for operations and \$417,555.18 for marketing and promotions.

Mr. Johnson stated the CVB was still waiting on the occupancy tax check for the 4th quarter.

Mr. Johnson reported the unaudited financials for July 2018 were \$0 for revenue, \$14,431.93 for personnel, \$13,262.84 for operations and \$54,315.00 for marketing and promotions.

4. Chairman of the Board Report:

Mr. Johnson reported the year end audit is in progress.

Mr. Johnson reported the land for the new soccer fields is progressing quickly. He stated the next phase is a final grading plan.

Mr. Johnson stated the cost for the final grading plan is seven thousand dollars.

Mitch Abraham made a motion to approve the final grading plan for seven thousand dollars.

Eddie Dingler seconded the motion.

Mr. Johnson asked for any discussion. There was no discussion. The motion passed unanimously.

Mr. Johnson stated the mountain bike trail was funded by a grant from the Recreational Trails Program and a 25% match from the CVB.

5. Mr. Johnson called for any old business.

6. Mr. Johnson called for any new business.

Mr. Johnson asked Leah to contact Visit Charlotte regarding the Republican National Convention.

The meeting adjourned at 9:35 AM.

Respectfully submitted,

Leah Mitcham
Executive Director