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MOORESVILLE
CONVENTION & VISITORS BUREAU

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, MARCH 3, 2016
9:00 AM HILTON GARDEN INN, MOORESVILLE, NC

Present: Ron Johnson, Mitch Abraham, Leah Mitcham, Nick Kothadia

Guests: Tony Bassat, Sarah Muller, Aaron Jackson, Christine Patterson, John Ferrell, Sheila McCarty, Captain Joe Cooke, Quiana Thomas, Tonya Thompson, Deanna Groeger, Dick Poore, Renee Hall, Rebecca Paradis,

Mr. Johnson called the meeting to order at 9:10 AM. A quorum was present.

1. Approval of Minutes:

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

Nick Kothadia made a motion that the minutes be approved.

Mitch Abraham seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

Leah reported the CVB assisted 139 visitors and distributed 1260 visitor guides.

Leah reported she and Ron met with a local beach volleyball club about facilities.

Leah reported she met with Richard Petty Motorsports to finalize details for the media tour on March 4.

Leah reported she met with Lake Norman Tennis Center to discuss 2016 tournaments.

Leah reported leads were sent out for the Top Gun Girls Softball/Boys Baseball tournaments, Lake Norman Tennis Center NTRP and Jr. Championships, USTA NC Adult State Championships and Carpetbagger Lacrosse Showcase.

Leah reported the Teen Masters bowling tournament had approximately 20 participants, the LNSC NPL tournament had 13 teams and FLW fishing tournament had 294 fishermen.

Leah reported upcoming events: NC Division of Tourism Full Throttle Media Tour March 4-5, LNSC's Race City Classic March 5-6, LNSC's NPL March 5-6 & 12-13, Men's NC State Gymnastics Championships March 11-13.

3. Park and Recreation Report:

Dick Poore reported Edgemoor Park demolition was complete and the project would be going out for bid soon.

Dick reported bids for the golf clubhouse should go to the Town Board in April.

Dick reported Park and Recreation had partnered with Tri at Trump and would be doing additional running races leading up to the triathlon.

Ron Johnson inquired about the status of the RTP grant for the mountain bike trail.

Dick reported the environmental study had not been completed yet.

4. Police Department Report:

Captain Joe Cooke reported an arrest was made for residential car break-ins and a robbery. Car break-ins at hotels and restaurants still continue.

Captain Cooke reported cloned credit card fraud has picked up.

5. Financials Report:

Mr. Johnson reported the financials for July-February were \$483,314.64 for revenue, \$108,352.20 for personnel, \$70,954.48 for operations and \$239,768.00 for advertising and promotions.

6. Chairman of the Board Report:

Mr. Johnson reported the lawyer is still reviewing the information for the land on Mazeppa Road.

Mitch Abraham asked if the CVB would have any earnest money in the property.

Mr. Johnson stated if a contract is signed, then there would be \$30,000 in earnest money which will be applied to the price of the land or refunded if the sale is terminated.

7. Mr. Johnson called for any old business.

8. Mr. Johnson called for any new business.

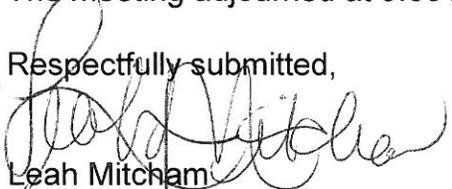
Christine Patterson with the Springhill and TownePlace Suites stated she would like to see the sports organizations pick tournament dates for weekends that are less busy with other events.

Leah stated the organizations choose dates which fall within their season and do not conflict with other tournaments.

Christine stated she is also having issues with teams not following the guidelines stated in the group block contract.

The meeting adjourned at 9:56 AM.

Respectfully submitted,


Leah Mitcham
Executive Director