

racecityusa.org  
**MOORESVILLE**  
CONVENTION & VISITORS BUREAU

**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, APRIL 14, 2016**  
**9:00 AM HOLIDAY INN EXPRESS, MOORESVILLE, NC**

Present: Ron Johnson, David Coble, Leah Mitcham, Nick Kothadia, Amit Govindji, Deborah Hockett

Guests: Tony Bassat, Robin VanSickle, Aaron Jackson, Christine Patterson, Sheila McCarty, Captain Joe Cooke, Cory Ciccarelli, Quiana Thomas, Tonya Thompson, Deanna Groeger, Tina Waddell, Beth Compton, Nick Carrington

Mr. Johnson called the meeting to order at 9:05 AM. A quorum was present.

1. Approval of Minutes:

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

David Coble made a motion that the minutes be approved.

Amit Govindji seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

Leah reported the CVB assisted 179 visitors, provided visitor services for two weddings and distributed 200 visitor guides.

Leah reported the Full Throttle Media Tour went extremely well. The tour included JR Motorsports, Kyle Busch Motorsports, Penske Racing, Richard Petty Motorsports, NC Auto Racing Hall of Fame and Walk of Fame and Memory Lane Museum.

Leah reported she attended the NC Division of Tourism conference March 14.

Leah reported she attended the ribbon cutting for the NC Auto Racing Hall of Fame.

Leah reported she attended the 600 Festival Board meeting on March 23 and passed around the new rack card featuring all the activities in May during race weeks.

Leah reported the Race City Classic had 159 teams; turned away 15 teams due to the lack of fields.

Leah reported the NC Men's State Gymnastics Championships had 380 competitors.

Leah reported the WKA event at GoPro Motorplex had 110 competitors.

Leah reported the new Fox series Shots Fired has begun filming in the Charlotte region with the majority being filmed in Mooresville.

Leah reported leads were sent out for the LNTC Metro Singles Challenge, Carolina Big Bass Classic and the Omniplex Meeting.

Leah reported upcoming events for April: LNTC Metro Charlotte Singles Challenge April 2-3, AAU Super Regional April 2-3, WKA PRAGA Nationals April 1-3, Omniplex Meeting April 5, NCSSAR State Convention April 15-17, AAU State Championship Pool Play 9,10,11 April 16-17 and AAU State Championship Pool Play 12,13,14 April 23-24, FCCA Soccer April 23-24

3. Police Department Report:

Captain Joe Cooke reported an increase in car break-ins at commercial businesses. Police have been successful on arrests for residential car break-ins and fraud continues at commercial businesses.

4. Financials Report:

Mr. Johnson reported the financials for July-March were \$483,330.76 for revenue, \$119,901.31 for personnel, \$84,799.24 for operations and \$247,618.00 for advertising and promotions.

5. Chairman of the Board Report:

Mr. Johnson reported the CVB continues to pursue the land on Mazeppa Road to build additional sports fields. He stated Park and Recreation received an email from a resident last week inquiring about plans to build sand volleyball courts.

Mr. Johnson asked David Coble to send Leah the specs on the new high school gym. He stated this new gym will bring in larger events.

6. Mr. Johnson called for any old business.

7. Mr. Johnson called for any new business.

Christine Patterson with the Springhill and TownePlace Suites inquired about the mountain bike trail.

Mr. Johnson stated the CVB will be presenting the check for the matching 25% of the grant at the Town Board meeting in May.

Christine Patterson reported the hotels discussed implementing an attrition clause for the sports teams. She is waiting on additional information and will forward to Leah.

Christine Patterson also stated she liked Nick Kothadia's idea at the last Board meeting about doing packages for the sports teams.

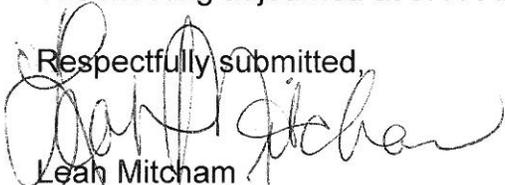
Nick Kothadia stated packages can be hard to facilitate. He suggested the hotels put together incentives with the local attractions to offer to guests.

Robin VanSickle with the Holiday Inn Express asked if Twister's Shag Club's Fall Cyclone would be back in 2016.

Deanna Groeger with the Fairfield Inn stated she heard the event would be back, but not as big as the last few years.

The meeting adjourned at 9:41 AM.

Respectfully submitted,



Leah Mitcham  
Executive Director