

racecityusa.org
MOORESVILLE
CONVENTION & VISITORS BUREAU

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, JANUARY 7, 2016
9:00 AM CHARLES MACK CITIZEN CENTER, MOORESVILLE, NC

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

Guests: Nick Carrington, Tony Bassat, Beth Compton, Alaina McGahan, Sheila McCarty, Captain Joe Cooke, Kevin Gatlin, Renee Hall

Mr. Johnson called the meeting to order at 9:02 AM. A quorum was present.

1. Approval of Minutes:

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

Amit Govindji made a motion that the minutes be approved.

Mitch Abraham seconded the motion.

The motion passed unanimously and the minutes were approved.

Mr. Johnson called for approval of the minutes from the called board meeting on December 22.

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 163 visitors, distributed 14,580 visitor guides and provided services for 4 events.

Leah reported she attended the NC Tourism Leadership Conference in Charlotte November 4.

Leah reported she and Ron attended the TEAMS sports conference November 9-12.

Leah reported Mooresville will host the 2016 Supra Boats Pro Wakeboard Tour June 18 at Stumpy Creek Park.

Leah reported she met with GoPro and JHE to discuss the Little 600 race in May.

Leah reported she and Ron gave the FY2015 Annual Report to the Town Board on December 7.

Leah reported she and Ron gave a presentation to the Mooresville Rotary on December 15.

Leah reported she attended the Board meeting for the NC Sports Association December 16.

Leah reported the Fall Classic had 279; 78 teams were from more than 2 hours away 93

Leah reported the Lake Norman Duals wrestling tournament had 300 wrestlers.

Leah reported the article by SwimsuitsDirect.com entitled "5 of the Best Lakes to Visit in the US" named Lake Norman as one of the top five. The CVB shared the article on Facebook and it has reached 21,141 people and had 747 likes, comments and shares.

Leah reported leads were sent out for FCCA and NCAAU.

Leah reported the 2016 visitor guides are ready for pick up.

Leah reported upcoming events: Marketing at Full Speed Conference January 9-10, Lake Norman Soccer Club Showcase Tournament January 15-17 and NPL Tournament January 22-24

3. Police Department Report:

Mr. Joe Cooke reported the month of December had car break-ins at the YMCA and Cornelius Road Park and credit card fraud.

4. Financials Report:

Mr. Johnson reported the financials for July-December were \$250,316.93 for revenue, \$86,253.89 for personnel, \$57,698.10 for operations and \$217,057.00 for advertising and promotions.

5. Chairman of the Board Report:

Mr. Johnson reported the Town would like for the CVB to hire a bookkeeper. He stated Leah received proposals from two candidates which were submitted to the Board.

Commissioner David Coble stated he had reviewed the two candidates and he knew John Wheeler and liked his credentials.

David Coble made a motion that the CVB hire Wheeler & Company, CPA to do the bookkeeping.

Mitch Abraham seconded the motion.

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

The motion passed unanimously.

Mr. Johnson reported at the TEAMS conference he talked with other CVBs about the commissions and rebates from booking agents. He stated in other parts of the country the rebates are out of hand and the hotels are declining to participate.

Mr. Johnson reported in some areas of the country they are seeing an over building of facilities, but Mooresville actually needs more facilities. He stated the CVB was looking into building sand volleyball courts.

Beth Compton with the Springhill and TownePlace Suites inquired about the status of the new Doubletree Hotel.

Mitch Abraham reported the brand had changed to a Hilton and construction was projected to begin in May.

6. Mr. Johnson called for any old business.

7. Mr. Johnson called for any new business.

Mr. Johnson stated construction had begun on the Affordable Suites on Oates Road.

The meeting adjourned at 9:30 AM.

Respectfully submitted,



Leah Mitcham
Executive Director