

racecityusa.org
MOORESVILLE

CONVENTION & VISITORS BUREAU
MINUTES

MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, FEBRUARY 4, 2016
9:00 AM HAMPTON INN & SUITES, MOORESVILLE, NC

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

Guests: Tony Bassat, Beth Compton, Sheila McCarty, Captain Joe Cooke, Melissa Cruz, Quiana Thomas, Anna Taylor, Tonya Thompson, Dick Poore, Bailey Sigler, Dan Kraus, Katelin Longbrake

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 January meeting.

Amit Govindji made a motion that the minutes be approved.

David Coble seconded the motion.

The motion passed unanimously and the minutes were approved.

2. Executive Director's Report:

Leah reported the CVB assisted 113 visitors, distributed 1470 visitor guides and provided services for 2 events.

Leah reported she is working with the NC Division of Tourism on a media tour March 4-5 in conjunction with the Travel South Domestic Showcase.

Leah reported she attended the NC Sports Association quarterly meeting on January 11.

Leah reported leads were sent out for the NC Swimming Banquet, Supra Boats Pro Wakeboard Tour, International Senior Softball Association (ISSA), USSSA softball/baseball and Crystal Carolina Sports/Top Gun.

Leah reported the Marketing at Full Speed conference had approximately 50 participants, the LNSC NPL tournament had 10 teams.

Leah reported upcoming events: Teen Masters Mooresville Open February 6-7, LNSC NPL Tournament February 27-28

3. GoPro Motorplex Presentation:

Dan Kraus, Bailey Sigler and Katelin Longbrake gave a presentation on the GoPro Motorplex facility.

4. Police Department Report:

Captain Joe Cooke reported in January Mooresville had one shooting, a robbery and car break-ins at several commercial businesses due to people leaving items in plain sight. Captain Cooke stated tax return fraud will be on the rise for this time of year.

5. Park and Recreation Report:

Dick Poore reported Park and Recreation will be partnering with Tri at the Trump triathlon. He reported demolition for Edgemoor Park is almost complete. He reported the environmental paperwork for the RTP grant for the mountain bike trail should be complete this month.

6. Financials Report:

Mr. Johnson reported the financials for July-January were \$483,306.97 for revenue, \$96,878.50 for personnel, \$64,249.49 for operations and \$224,050.00 for advertising and promotions.

Mr. Johnson reported November used to be one of the slowest months, but with the Twister's Shag Club Fall Cyclone and Lake Norman Soccer Club's Fall Classic it has turned out to be one of the best months.

7. Chairman of the Board Report:

Mr. Johnson stated several years ago the CVB partnered with the Town on the Mazeppa Park soccer complex. This increased the weekend business for the hotels. With the additional hotels coming to Mooresville, the CVB needs additional sports facilities to bring in more weekend business.

Mr. Johnson reported the CVB has the opportunity to purchase 48 acres. (Leah passed out documents to the Board.) He stated the money from America's Park may be paid within the next couple of months which will allow for the purchase of the land without financing.

Mr. Johnson reported this land would allow for additional soccer fields to be built and other sports facilities like beach volleyball.

Mr. Johnson stated the CVB is also looking to partner with the Town to complete Cornelius Road Park which will add two softball fields and three multi-purpose fields for soccer and lacrosse.

Beth Compton inquired about the need for beach volleyball courts.

Mr. Johnson stated the CVB is looking at other sports which need facilities and would be inexpensive to build and maintain. Beach volleyball is one of those sports.

Amit Govindji stated the volleyball facility in Hendersonville has grown and fills up the hotels in and around Hendersonville.

Mr. Johnson stated the Town is looking to do other things for the residents of Mooresville. The CVB has the opportunity to purchase this land to build additional fields and continue to bring more weekend business for the hotels.

Dick Poore reported the results of a survey taken of Mooresville residents is located on the Town's website.

Commissioner David Coble stated he was surprised by the demographics of the survey which was 55+. He stated as important as amateur sports and sports facilities are, the Town needs to address other needs as well.

Tonya Thompson inquired about the maintenance costs of the sports facility.

Mr. Johnson stated the CVB would not start building immediately. He stated the revenue from additional hotels will allow for the building and maintaining of the sports facility.

Mr. Johnson stated he would entertain a motion to have an attorney review the contract for the land.

Amit Govindji made a motion for the CVB to send the contract to the attorney for review. Mitch Abraham seconded the motion. Mr. Johnson asked for any discussion.

Mitch Abraham asked who would be responsible for paying the real estate fees. Mr. Johnson stated the seller would be responsible.

The motion passed unanimously.

Mr. Johnson stated he would entertain a motion for the CVB to enter into a contract to purchase the land.

David Coble made a motion that the CVB enter a contract to purchase the land. Mitch Abraham seconded the motion. Mr. Johnson asked for any discussion. There was no discussion.

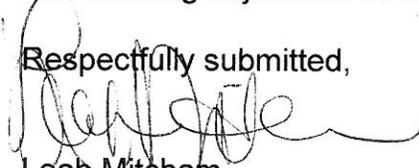
Mr. Johnson stated Deborah Hockett spoke to the LGC (Local Government Commission) about this project.

The motion passed unanimously.

8. Mr. Johnson called for any old business.
9. Mr. Johnson called for any new business.

The meeting adjourned at 9:56 AM.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Leah Mitcham", written in a cursive style.

Leah Mitcham
Executive Director