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MOORESVILLE
CONVENTION & VISITORS BUREAU

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, MAY 5, 2016
9:00 AM SPRINGHILL SUITES, MOORESVILLE, NC

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

Guests: Beth Compton, Christine Patterson, Sheila McCarty, Captain Joe Cooke, Ashley Patrick, Tonya Thompson, Deanna Groeger, Tina Waddell, John Ferrell, Renee Hall, Dick Poore

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 April meeting.

Mitch Abraham 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 321 visitors, provided visitor services for three events and distributed 1300 visitor guides.

Leah reported she attended the National Association of Sports Commissions conference the first week of April.

Leah reported she will host a FAM tour for the Welcome Center managers in June.

Leah reported the AAU Basketball tournaments in April had 30 teams for the first tournament, 31 teams for the second tournament and 52 teams for the third tournament.

Leah reported the WKA event at GoPro Motorplex April 1-3 had 110 participants.

Leah reported the LNTC Metro Spring Singles Challenge had 32 participants.

Leah reported leads were sent out for the USTA Adult and Jr State Championships and First Serve UTR \$10,000 Tennis Tournament.

Leah reported upcoming events for May: National Tourism Week May 1-7, Pro Am Bowling Tournament May 4-7, LNSC Academy Game May 7, ISSA May 13-15, Carolina Big Bass Classic May 14-15, LNTC Spring NTRP Championships May 14-15, Top Gun Battle of the Bats May 14, Race City Festival May 14, Sprint All-Star Race May 21, ENEOS Little 600 May 24, Richard Petty Motorsports Fan Day May 27, Circle K Speed Street May 26-28, Hi-Sense 300 Race May 28, Coca-Cola 600 May 29

3. Police Department Report:

Captain Joe Cooke introduced Ashley Patrick. Captain Cooke reported four arrests were made in car break-ins cases and the police have a suspect in the Ace Hardware robbery. He reported a couple of trailers were stolen in April, retail theft and fraud continue and the number of car break-ins is down in April.

4. Park and Recreation Report:

Dick Poore reported the fields at Mazeppa Park are in great shape.

Dick stated the Town Board approved the golf course funding to be submitted to the LGC and if approved the project will go out for bid. Dick stated the Town has hired a new golf manager.

Dick reported the Edgemoor Project is waiting on final permits and construction should be complete within 9-10 months.

5. Financials Report:

Mr. Johnson reported the financials for July-April were \$678,033.53 for revenue, \$128,798.30 for personnel, \$93,370.10 for operations and \$313,590.79 for advertising and promotions.

Mr. Johnson thanked the hoteliers for a great year.

6. Chairman of the Board Report:

Mr. Johnson reported the Mazeppa Road property is under contract. Mr. Johnson stated the due diligence would be complete within 60 days.

Mr. Johnson reported the CVB presented the Town with a check for \$24,812.50, the 25% match for the grant for the mountain bike trail, at the Town Board meeting on May 2.

Mr. Johnson reported the CVB also presented the Town with a check for \$120,000 for Mazeppa Park. The check was the 5th payment for Mazeppa Park and the total paid to date is One Million One Hundred Thousand Dollars (\$1,100,000).

Mr. Johnson stated the June meeting will be later in the month instead of the first week in the month.

Beth Compton with Springhill Suites and TownePlace Suites inquired as to what would be built on the new Mazeppa Property first.

Mr. Johnson stated the grass soccer fields. Lake Norman Soccer Club is increasing the number of tournaments each year and are in need of additional fields.

Deanna Groeger with the Fairfield Inn inquired about updates on the SwimMAC facility.

Mr. Johnson stated the discussions are ongoing about the facility.

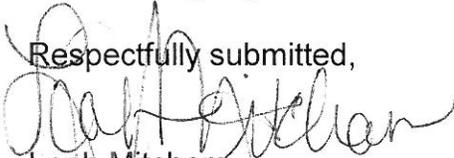
7. Mr. Johnson called for any old business.

Christine Patterson with Springhill Suites and TownePlace Suites stated the hotels would like to move forward with putting together incentives for the sports teams.

8. Mr. Johnson called for any new business.

The meeting adjourned at 9:50 AM.

Respectfully submitted,



Leah Mitcham
Executive Director