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MOORESVILLE

CONVENTION & VISITORS BUREAU

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

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

Guests: Quiana Thomas, John Ferrell, Captain Joe Cooke, Angel Wright-Lanier, Deanna Groeger, Renee Hall, Rebecca Paradis, Tony Bassat

Mr. Johnson called the meeting to order at 9:07 AM. A quorum was present.

Mr. Johnson stated the Town Board had appointed the Tourism Board and gave the CVB Board the option to elect the Chairman. Mr. Johnson asked for nominations.

Mitch Abraham nominated Ron Johnson.
David Coble seconded the nomination.
The Board voted unanimously to appoint Ron Johnson as Chairman.

Mr. Johnson stated the Town Board would have to appoint the Chairman at their next meeting.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes from the June 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 559 visitors in June and July, provided visitor services for ten events and distributed 1600 visitor guides. The CVB has seen more international visitors this summer including visitors from Thailand, Australia, Spain and Jamaica.
Leah gave a presentation for the Richard Petty Motorsports Partners Meeting in June.
Leah held a FAM tour of Mooresville attractions for the NC Welcome Centers on June 9.
Leah reported the Pro Wakeboard Tour was held at Stumpy Creek on June 18. This could become an annual event.

Leah reported she worked with CMS Nashville on a possible music video shoot on Lake Norman.

Leah reported the Lake Norman Tennis Center will be hosting a new tournament, UTR Winter College Showcase, December 3-4.
Leah reported the auditor has completed the review of the CVB files for the FY2016 audit.
Leah reported the lead was sent out for the Lake Norman Lacrosse Classic.
Leah reported the USTA Adult Championships had 1134 participants.
Leah reported upcoming events for August are the Sherrill Family Reunion August 12, NSA Players Championship August 27-28, AAU Baseball August 27-28, PBA50 and PBA60 Mooresville Open Tournaments September 1-5

3. Police Department Report:

Captain Joe Cooke reported a shooting last month and numerous residential car break-ins.

4. Park and Recreation Report:

Angel Wright-Lanier reported there was an opening for the Executive Director's position for the Mooresville Park and Recreation.

Angel reported the Charles Mack Citizen Center will be a stand-alone department as well as the new Performing Arts Center and the Library.

Angel reported the golf course is on target to open in September and Edgemoor is on target to begin construction.

David Coble stated the LPGA is considering bringing a tournament to the new golf course.

5. Financials Report:

Mr. Johnson reported the financials for July-June were $1,028,149.61 for revenue, $156,913.45 for personnel, $111,304.20 for operations and $490,195.85 for marketing and promotions. The financials for July were $12,948.24 for personnel, $9,639.35 for operations and $41,897.75 for marketing and promotions.

6. Chairman of the Board Report:

Mr. Johnson reported the Mazeppa Property will need to be rezoned and applications have to be in by September 2. He asked for a motion to put the land under contract so the rezoning application could be submitted.

Mitch Abraham made a motion to put the 48.8 acres on Mazeppa Road under contract contingent upon approval for rezoning in November.
Amit Govindji seconded the motion.
Mr. Johnson asked for any discussion.

David Coble asked if the last heir had been located.

Mr. Johnson stated the last heir had been located.

The motion passed unanimously.

Mr. Johnson stated he has heard about new hotels coming to the area, but currently there are no plans for any new hotels to begin construction.

Renee Hall with Hilton Garden Inn reported a Home2 Suites had been approved at Exit 33.

Deanna Groeger inquired about the SwimMAC facility.

Mr. Johnson stated there was no news about the swim facility.

Mr. Johnson stated construction is moving along with the new MHS gym with the three basketball courts.

7. Mr. Johnson called for any old business.

8. Mr. Johnson called for any new business.

The meeting adjourned at 9:40 AM.

Respectfully submitted,

Leah Mitcham
Executive Director