

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
THURSDAY, JUNE 3, 2010
1:00 PM WINGATE BY WYNDHAM, MOORESVILLE, NC

Present: Ron Johnson, Leah Mitcham, Dianne Miller, Nick Kothadia, Debby Hoover, Mitch Abraham

Guests: Kim Pecora, Tonya Thompson, Deanna Groeger, Tony Bassat, Craig Swicegood, Phil Blocker, Alan Hall, Charles Oliver, Denise Cook, Becky Millard, Cathy Carpenter, Maia Setzer

Mr. Johnson called the meeting to order at 1:10 PM.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes from the May meeting. Nick Kothadia made a motion that the minutes be approved. Debby Hoover seconded the motion. The motion passed and the Minutes were approved.

2. MI Connection:

Alan Hall, General Manager, with MI Connection reported the company had undergone tremendous changes. One of those changes was a hotel exclusive channel and the company was offering a new promotion for hotels. He invited the hotels to contact him and he would go over the promotion in detail.

3. Mooresville Police Department:

Captain Blocker reported there were several issues during race week including break-ins and a stolen vehicle. He encouraged the hoteliers to contact the zone car and invite them in for coffee, etc. and get to know the officers.

4. Executive Director Report:

Visitor packets for May were 175 with 89 guests to the CVB. Occupancy for North Carolina in April was up 5.1 percent compared to April of 2009. According to Smith Travel Research, ADR is still below 2009 but gets better each month with YTD ADR down -2.7 percent.

PowerAde State Games begins June 18 with opening ceremonies. The Gym Company is hosting the gymnastics event on June 19 and the bike race will be Downtown on June 27.

Leah represented the CVB at the Hall of Fame grand opening on May 11.

Leah represented the CVB at the Pit Crew Challenge on May 19 and was introduced with other LOC members.

Leah represented the CVB at the NASCAR All-Star Race on May 22 and was introduced with other LOC members.

The CVB is looking into a discount card which the hotels could give to guests which would offer specials from area restaurants and/or attractions.

The CVB received a letter from the President of Michael Weinig Inc. thanking the CVB for the support and the contributions for their 2010 Technology Expo. (A copy of the letter was given to each person.)

The CVB gave 200 visitor guides for the NC Society of Historians Awards Banquet which will be here in October.

The CVB gave 20 goody bags to Mary Luke for the Artist Guild.

The CVB gave 50 goody bags to Mooresville Middle School for a track meet.

The CVB gave 22 goody bags for the Kelly Owens wedding.

The CVB gave a case of cups and two door prizes for the McDowell family reunion.

5. Chairman of the Board Report:

Mr. Johnson reported the 20th anniversary of the Fall Cyclone will be in November and asked the hoteliers to contact Mike Rink.

Mr. Johnson reported there is a baseball training complex opening later this year that will have batting cages for baseball and softball, 12 indoor driving ranges, basketball courts, etc.

Mr. Johnson reported things are moving along for the baseball complex.

Mr. Johnson reported there will be no meeting in July and beginning in August the meetings will take place in the morning.

Mr. Johnson passed out the Amended Budget for 2009-2010. He reviewed the Budget and asked for a motion to approve. Debby Hoover made a motion to approve the Amended Budget for 2009-2010. Mitch Abraham seconded the motion. The motion passed and the budget was approved.

Mr. Johnson passed out the Proposed Budget for 2010-2011. He reviewed the Budget and asked for a motion to approve. Nick Kothadia made a motion to approve the Proposed Budget for 2010-2011. Debby Hoover seconded the motion. The motion passed and the budget was approved.

6. Mr. Johnson called for any new business.

Kim Pecora with the Wingate by Wyndham suggested the CVB have a booth at one of the Welcome Centers during National Tourism Week in May next year.

7. Mr. Johnson called for any old business.

With no further business, the meeting was adjourned at 2:15 PM.

Respectfully submitted,

Leah Mitcham
Executive Director