

**MINUTES**  
**MOORESVILLE TRAVEL AND TOURISM AUTHORITY**  
**THURSDAY, DECEMBER 2, 2010**  
**1:00 PM JEFFREY'S RESTAURANT, MOORESVILLE, NC**

Present: Ron Johnson, Leah Mitcham, Dianne Miller, Wanda Emanuelson, Nick Kothadia, Debby Hoover

Guests: Craig Swicegood, Kim Pecora, Charles Oliver, Denise Cook, Phil Blocker, Nick Carrington, Becky Millard, Tonya Thompson, Tracee Aguililla, Batina Hambright, Cathy Carpenter, Bryan Moore, Chuck Burtonshaw, Grace Jurcak, Dipen Patel

Mr. Johnson called the meeting to order at 1:05 PM.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes from the November 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. Executive Directors Report:

Visitor packets for November were 49 with 29 guests to the CVB.

Leah reported that Ypartnership did several studies on social media and the influence it has on travelers. Friends, online and offline travel agents, guidebooks and other sources of information about travel carry more clout with travelers than social media, according to the new Ypartnership/Harrison Group 2010 Portrait of American Travelers. In three separate national surveys conducted by Ypartnership, fewer than one in 10 active travelers (6 percent) has reported that the content to which they have been exposed on social sites has had any significant influence on their final choice of a destination or travel service supplier. To find out more, visit <http://www.travelpulse.com/ypartnership-survey-shows-social-media-reach-exceeds-influence.html>.

Leah reported the Town is installing cameras at the parks for security and to broadcast games via the web.

Leah reported FLW Outdoors Bass Fishing League will host a tournament on February 26 at Midway Marina.

Leah reported on the hotels property tax impact to the Town and County. The assessed property tax value is \$62,080,790. The Town of Mooresville property taxes are \$360,080. The Iredell County property taxes are \$276,268.

Leah reported the 2011 Race Shop and Visitor Guide is currently being revised and should be to the printer by next week.

The CVB gave 6 goody bags for the Kiger wedding.

3. Chairman of the Board Report:

Mr. Johnson reported he has spoken to N. Mecklenburg Soccer Club about hosting tournaments.

Mr. Johnson reported Mike Couch has left Lake Norman Soccer Club. Chip Warner is the contact and is willing to work with the CVB on tournaments.

Mr. Johnson reported the room nights from Twister's Fall Cyclone were down from last year.

Mr. Johnson reported revenue was up 5-6% for January-October. Revenue last year was down \$120,000. The tourism industry has seen positive growth all year.

4. Police Department Report:

Captain Blocker reported theft is up in the bigger retail stores.

Captain Blocker asked hoteliers to inform guests not to leave items in the car.

Captain Blocker reported patrol will be increased during the month of December.

Captain Blocker suggested people be aware of their surroundings. Females are more of a target and purse snatching is becoming more common.

5. Mr. Johnson called for any new business.

6. Mr. Johnson called for any old business.

With no further business, the meeting was adjourned at 1:30 PM.

Respectfully submitted,

Leah Mitcham  
Executive Director