

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
WEDNESDAY, JANUARY 4, 2011
9:00 AM HILTON GARDEN INN, MOORESVILLE, NC

Present: Ron Johnson, Leah Mitcham, Nick Kothadia, Debby Hoover, Mitch Abraham, Amy Dirig

Guests: Craig Swicegood, Charles Oliver, Renee Hall, Denise Cook, Phil Blocker, Nick Carrington, Cathy Carpenter, Tony Bassat, Johanna Rimmel, Christine Patterson, Maia Setzer, Deanna Groeger, Amit Govindji

Mr. Johnson called the meeting to order at 9:05 AM.

1. Approval of Minutes:

Mr. Johnson called for approval of the minutes from the December meeting.

Debby Hoover made a motion that the minutes be approved.

Mitch Abraham seconded the motion.

The motion passed and the Minutes were approved.

2. Executive Directors Report:

Leah reported visitor packets for December were 11 with 25 guests to the CVB. Most requests are being held so the new 2011 Visitor Guide can be included in the packet.

Leah reported the 2011 Visitor Guides should be delivered this week.

Leah reported she is working with Pinnacle Sports Productions to bring a soccer tournament to Mooresville.

Leah reported she and Ron have a meeting with Park and Recreation on January 7 to discuss the opening of Mazeppa Park.

Leah reported she and Ron met with a group wanting to host a wakeboard competition on Lake Norman.

The CVB gave 18 goody bags for the Cabarrus Quilt Guild.

3. Police Department Report:

Captain Blocker reported the holiday season was uneventful. Fake money is still being used in the area. There was one armed robbery in December.

4. Chairman of the Board Report:

Mr. Johnson reported the County approved Rankin Hill Road to be moved to the top of the list for paving by DOT. America's Park owners are meeting with Grey Mills, NC House of Representatives, to apply for Energy United grant to assist with infrastructure. The groundbreaking ceremony could be in March or April.

Mr. Johnson reported the CVB is working with soccer organizations regarding potential tournaments. Mr. Johnson reported he met with Chip Warner with Lake Norman Soccer to discuss tournaments in 2011.

Mr. Johnson reported there have been discussions with another baseball organization looking to bring a tournament to the area.

Mr. Johnson reported he and Leah gave the year end presentation to the Town Board on Monday night. Tourism brought in an estimated \$50 million in economic impact to the Town of Mooresville using the calculations from Randall Travel Marketing.

Mr. Johnson reported there is interest in building new hotels in Mooresville. The Town requires a market study from each developer looking to build a new hotel.

Mitch Abraham reported the Board of Commissioners has always been aware of the impact the hotels bring to the Town, but the presentation Monday night opened some eyes. He stated the Board of Commissioners appreciates what the hotels do for the Town.

Mr. Abraham reported Mazeppa Park will be opening in late August or first of September. Cornelius Road Park will be opening a little later.

Mr. Abraham reported the City bought the Gym Company building on Talbert Road which was in foreclosure. The building is 27,000 square feet and the Town is hoping to utilize for basketball, volleyball and wrestling.

Mr. Abraham reported Mr. Husemann resigned on Monday night. Erskine Smith has been named interim Town Manager. The Board of Commissioners has different ideas and looking to go in a different direction. Mr. Abraham stated Mr. Husemann was a good leader for the last two years.

Mr. Abraham reported Mooresville is poised for great things in the future. Mr. Husemann was hired to get the finances in order and all departments came under budget. MI-Connection is making strides although it is going to take some time.

Mr. Johnson reported Leah sent an email to all hoteliers inquiring about the number of employees. The Town makes projections and uses to discuss with State and DOT for grants. He asked the hoteliers to get the information to Leah within the next day or two.

Mr. Johnson reported the sponsorship rebate for room nights has been Five Dollars (\$5.00) per room night. The Average Daily Room (ADR) rate was at \$96 when this rebate was implemented. Now the ADR is \$84. The CVB needs to adjust the rebate to Three Dollars (\$3.00) per room night. The one organization that will still receive the Five Dollar (\$5.00) rebate will be Twister's Shag Club. Mr. Johnson asked for a motion to change the room rebate from Five Dollars (\$5.00) to Three Dollars (\$3.00) per room night.

Mitch Abraham made a motion that the room rebate change from Five Dollars (\$5.00) to Three Dollars (\$3.00).

Nick Kothadia seconded the motion.

The motion passed unanimously.

5. Mr. Johnson called for any new business.
6. Mr. Johnson called for any old business.

Leah introduced two guests, Johanna Remmel, Director of Sales with Springhill Suites, and Christine Patterson, Director of Sales with TownePlace Suites.

With no further business, the meeting was adjourned at 9:45 AM.

Respectfully submitted,

Leah Mitcham
Executive Director