

MINUTES
MOORESVILLE TRAVEL AND TOURISM AUTHORITY
WEDNESDAY, JUNE 1, 2011
9:00 AM FAIRFIELD INN, MOORESVILLE, NC

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

Guests: Charles Oliver, Denise Cook, Deanna Groeger, Tonya Thompson, Nick Carrington, Joan Dalton, Tony Bassat, Kim Pecora, Craig Swicegood

Mr. Johnson called the meeting to order at 9:10 AM. A quorum was present.

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.

Mitch Abraham seconded the motion.

The motion passed and the Minutes were approved.

2. Executive Directors Report:

Leah reported visitor packets for May were 121 with 63 guests to the CVB.

Leah reported she met with the NC Director for the National Softball Association and gave a tour of Mazeppa Park. State Tournament is possible in 2012 with potential for smaller tournaments in 2011.

Leah reported she and Ron met with Lake Norman Soccer Club. They will host three NC Youth Soccer tournaments, a 3V3 tournament and the Fall Classic in 2011 and will add another larger tournament in March 2012.

Leah reported she attended the Pit Crew Challenge to represent Mooresville.

Leah reported the wakeboard competition, which was postponed due to weather, and will be June 18-19 at Magnolia Bays off Cornelius Road.

Leah reported she met with Soccer Six and gave a tour of Mazeppa Park. Soccer Six is an adult soccer tournament series. Tournament date could be in December or March 2012.

Leah reported she met with Mike Anderson from Visit Charlotte to discuss bidding on State Games for 2013-2014. Also discussed the NCSA event for rights' holders at TEAMS conference in October.

Leah reported the grand opening for the Mooresville Indoor Soccer Complex will be June 3 at Noon.

The CVB gave 50 goody bags for the Clerk of Court Association Seminar.

The CVB gave 25 goody bags for the Morrison/Weaver wedding.

The CVB gave 100 goody bags for the Weinig group.

The CVB gave 60 goody bags for the Shenandoah Tour Group.

The CVB gave 56 goody bags to Tracy Baxter for a wedding at The Pointe.

3. Chairman of the Board Report:

Mr. Johnson asked the Board to review the Amended Budget for 2010-2011 (a copy was given to each Board member). Mr. Johnson reported the revenue was higher and expenses were less. Mr. Johnson asked for a motion to approve the amended budget.

Debby Hoover made a motion that the amended budget be approved.

Mitch Abraham seconded the motion.

The motion passed and the amended budget was approved.

Mr. Johnson reported the CVB was saving money to pay for America's Park. The last ten months had positive earnings so the payment to America's Park could be made without using the line of credit.

Mr. Johnson reported the revenue through May 31, 2011 was \$649,311, personnel were \$95,965, operations were \$49,144 and advertising and promotions were \$292,612 for a net income of \$211,588.

Mr. Johnson reported the Town's goal for 2012 was to bring in 125,000 people for sporting events. The figures from Rocky Mount, NC, were used to calculate the economic impact of \$10,275,000 for 125,000 people. Mr. Johnson reported the hotels do a great job contributing to the economic impact of the Town.

Mr. Johnson reported the Lake Norman Soccer Club's Fall Classic should bring in 1200-1400 room nights with the opening of Mazeppa Park. The CVB will be the sponsor for the soccer tournament in March 2012.

Mr. Johnson reported the CVB is working with the Town to put together a form to assist in tracking the number of teams using fields.

Mr. Johnson reported he would like to open accounts with BB&T and asked for a motion to approve the resolution to open these accounts.

Debby Hoover made a motion that the resolution be approved.

Nick Kothadia seconded the motion.

The motion passed and the resolution was approved.

Mr. Johnson reported the CVB will give it's annual report to the Town Board on June 20.

4. Mr. Johnson called for any old business.

5. Mr. Johnson called for any new business.

The hoteliers like the changes to the billboard at Exit 32 with the addition of America's Park.

Mitch Abraham reported the Town is working on the budget and things are going well.

Mr. Abraham reported the lawsuit with the kart track has been settled and will begin construction in the fall.

Mr. Abraham reported the Commissioners are looking into the possibility of expanding Mazeppa Park and add additional grass soccer fields.

Mr. Abraham reported signage has been brought up before the Town and they are including in the budget for next year if it is approved.

6. Mr. Johnson asked for a motion for the Board to go into closed session.

Mitch Abraham made a motion.
Debby Hoover seconded the motion.
The motion passed unanimously.
The Board went into closed session.

Mr. Johnson asked for a motion for the Board to come out of closed session.
Debby Hoover made a motion.
Nick Kothadia seconded the motion.
The motion passed unanimously.

Mr. Johnson asked for a motion to raise the Executive Director's salary.
Debby Hoover made a motion.
Amy Dirig seconded the motion.
The motion passed unanimously.

With no further business, the meeting was adjourned at 10:10 AM.

Respectfully submitted,

Leah Mitcham
Executive Director